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Summary

Dynamic and results-driven Human Resources professional with nearly a decade of experience in talent acquisition, talent management, employee relations, and strategic HR management. Proven track record of developing and implementing HR strategies that align with organizational goals, enhance employer branding, and drive employee engagement. Skilled in HR analytics, recruitment, performance management, talent development, succession planning, and change management, with a strong ability to lead teams and foster a high-performance culture. Adept at leveraging data-driven insights to optimize HR processes, identify top talent, and deliver measurable results. Passionate about continuous learning and professional development, with certifications in HR analytics, talent management, and HR compliance. Expertise in designing and executing talent management programs that nurture employee growth, retain key talent, and align workforce capabilities with long-term business objectives.

Work Experience

EMEC, The Egyptian Mud Engineer Company (Petroleum)

- Duration: 11/2024 – Present
- Title: Regional Head Of Talent Management

- Lead regional recruitment strategies, including sourcing, screening, interviewing, and hiring top talent to meet business needs.

- Develop workforce forecasting models to anticipate talent gaps and enable proactive hiring.
- Strengthen employer branding through targeted campaigns (social media, career fairs) to attract high-caliber candidates.
- Optimize recruitment processes (ATS tools, structured interviews) for efficiency and a positive candidate experience.
- Analyze workforce data to predict staffing needs and address skill/resource gaps. Oversee the performance appraisal process, ensuring alignment with company goals and KPIs.
- Implement performance systems for goal-setting, evaluations, and continuous feedback. Identify career development opportunities and create individualized growth plans for employees.
- Drive succession planning to prepare high-potential employees for leadership roles.
- Develop retention initiatives (career pathing, recognition programs) to reduce turnover.
- Design and execute training programs (technical/soft skills) aligned with business needs.
- Manage the training budget, ensuring cost-effective and high-impact learning solutions.
- Support leadership development programs to build a robust internal talent pipeline.
- Measure training effectiveness (ROI, feedback surveys) and iterate for improvement.
- Foster a positive work environment by resolving conflicts, addressing grievances, and promoting open communication.
- Implement engagement initiatives (pulse surveys, wellness programs, team-building).
- Ensure HR policies are fair, consistently applied, and compliant with labor laws.
- Develop competitive compensation & benefits programs (salary structures, bonuses, perks).
- Conduct market benchmarking to ensure pay equity and compliance with industry standards.
- Review benefits packages annually to align with employee needs and cost constraints.

- Monitor HR metrics (attrition, time-to-fill, engagement scores) and derive actionable insights.
- Ensure compliance with local labor laws and internal policies through audits and training.
- Mitigate HR risks (legal exposures, talent shortages) via proactive strategies.
- Lead and mentor the Talent Management team, fostering collaboration and high performance.
- Collaborate with regional leaders to align HR strategies with business objectives.
- Drive change initiatives (mergers, restructuring) while minimizing disruption.
- Leverage HRIS tools (Oracle) for analytics and automation.
- Optimize HR workflows (on boarding, performance reviews) for scalability.
- Leverage HRIS tools (Oracle) for analytics and automation.
- Develop, update, and maintain the organizational chart to reflect current structure and support workforce planning.
- Create, review, and update job descriptions across the region to ensure clarity, accuracy, and alignment with organizational needs and compliance requirements.

SABA - Society Of Arab Business Administrators – Part time

- Duration: 08/2024 – Present
 - Title: Human Resources Trainer
- Create comprehensive HR training curricula, lesson plans, and instructional materials covering topics such as recruitment, employee relations, performance management, compensation and benefits, and HR analytics.
 - Customize and adapt standard training materials and developed curricula to meet the specific

needs and contexts of diverse trainees, client organizations and industries.

- Facilitate and deliver engaging and interactive classroom or virtual training sessions for individuals or groups, ensuring clear communication of complex HR concepts.
- Serve as a knowledgeable and professional representative of the training center, interacting directly with trainees and clients to understand their learning objectives and address their questions.
- Maintain a strong understanding of current HR principles, practices, laws, and regulations to provide accurate and up-to-date information to training participants and inform curriculum development.
- Develop and administer assessments, quizzes, and practical exercises to evaluate participant understanding and skill acquisition.
- Create a positive and interactive learning environment that encourages participation and knowledge sharing among attendees.
- Stay informed about the latest HR trends and best practices to ensure training content remains current and relevant.

CLA , Alaufi & AlHarbi Co. Certified Public Accountants

- Duration: 09/2023 to 11/2024
 - Title: Regional Human Resources Section Head
- Create and execute HR strategies that are aligned with organizational goals, promoting a culture of engagement and productivity.
 - Lead regional recruitment efforts; including sourcing, screening, and hiring qualified candidates to meet staffing needs efficiently.
 - Foster positive employee relations by addressing grievances, resolving conflicts, and promoting a supportive work environment.
 - Oversee performance appraisal processes, provide constructive feedback to employees, and identify opportunities for career development.

- Coordinate training programs to enhance employee skills and knowledge in alignment with career development plans and organizational requirements.
- Develop and implement a comprehensive compensation and benefits strategy to attract and retain top talent while ensuring cost-effectiveness and regulatory compliance.
- Create and enforce HR policies and procedures in accordance with legal requirements and company standards, ensuring consistency and fairness across the organization.
- Implement initiatives aimed at boosting employee engagement, morale, and retention to foster a positive workplace culture.
- Monitor HR metrics, analyze trends, and prepare reports for management review to drive data-informed HR strategies.
- Collaborate with other departments and regional leaders to support organizational initiatives and achieve business objectives through effective HR practices.
- Lead a team of HR professionals, providing guidance, support, and fostering a high-performance culture while promoting professional development opportunities.
- Identify high-potential employees for leadership roles, implementing succession planning initiatives to ensure a strong leadership pipeline within the organization.
- Manage HR aspects of organizational changes such as mergers or restructuring to ensure smooth transitions and maintain employee engagement.
- Utilize HR technology systems for data management, analytics, and process optimization to enhance HR efficiency.
- Identify HR-related risks, develop mitigation strategies, and ensure business continuity by proactively addressing potential challenges.
- Ensure that all HR policies, procedures, and practices comply with relevant labor laws, regulations, and company policies across all operational regions.

CLA , Alaufi & AlHarbi Co. Certified Public Accountants

- Duration: 02/2023 – 09/2023
- Title: Regional Human Resources Supervisor

- Address employee relations issues, including conflicts, grievances, and disciplinary actions. Investigate complaints, provide guidance to managers, and ensure compliance with company policies and relevant employment laws.

- Oversee recruitment efforts by sourcing candidates, conducting interviews, and collaborating with hiring managers to fill open positions. Develop job descriptions, screen resumes, and negotiate job offers to ensure a positive candidate experience.

- Ensure consistent implementation of HR policies and procedures across the region. Disseminate policy updates, provide training on HR policies, and address compliance issues as they arise.

- Administer compensation and benefits programs for employees. Manage salary reviews, oversee benefits enrollment, and address compensation-related inquiries to ensure accuracy and employee satisfaction.

- Handle day-to-day HR tasks such as maintaining employee records, processing payroll changes, and managing employee data in HRIS or other relevant systems.

- Stay up-to-date on legal changes, and local employment laws and regulations. Conduct audits, and implement necessary changes to HR practices and policies.

- Implement initiatives to enhance employee engagement and morale. Organize employee events, conduct surveys, and establish feedback mechanisms to gather insights from staff.

- Collaborate with regional and corporate management to address HR-related challenges. Provide HR insights and recommendations that support business objectives and decision-making processes.

- Lead the HR team by providing direction, mentorship, and support. Foster a collaborative team environment that encourages professional development and high performance.

- Generate HR metrics and reports to track key indicators such as turnover rates, recruitment metrics, and training effectiveness. Analyze data to identify trends and opportunities for improvement.

Abou Ghaly Motors

- Duration: 12/2021 – 02/2023
- Title: Human Capital Lead

- Work on all companies under the Abou Ghaly umbrella (all car brands – Magints – Petronas – London Cab – Sixt – EV).

- Develop and implement comprehensive talent acquisition strategies to attract and recruit a diverse pool of top-tier candidates for technical and non-technical roles. Ensure alignment with current and future business needs through proactive workforce planning.

- Lead efforts to enhance the organization's employer brand, positioning it as an attractive destination for top talent. Collaborate with marketing and communications teams to effectively communicate the organization's values, culture, and career opportunities.

- Ensure a seamless and positive candidate experience throughout the recruitment process. Maintain high standards of professionalism and communication, incorporating feedback mechanisms to continuously improve the recruitment journey.

- Drive initiatives that promote employee development, engagement, and retention. Create programs that support career growth, skill enhancement, and a positive work environment. Actively participate in employee committees to address concerns and foster satisfaction.

- Oversee talent management processes including performance management, succession planning, leadership development, and employee engagement initiatives. Implement strategies that identify high-potential employees and create pathways for their growth within the organization.

- Lead OD initiatives that enhance organizational effectiveness. Conduct assessments to identify organizational needs, implement change management strategies, and facilitate training programs that support business goals while improving employee engagement and productivity.

- Lead, mentor, and develop a high-performing team of HR professionals. Provide guidance and support to ensure effective recruitment outcomes, enhance team collaboration, promote a culture of continuous improvement, and empower team members to achieve their professional goals.
- Design and implement a high-quality onboarding program that facilitates the smooth integration of new hires into the organization, ensuring they have a positive initial experience.
- Develop, implement, and communicate human resources policies and procedures that comply with legal requirements while promoting best practices. Ensure understanding and adherence among all stakeholders.
- Utilize HR metrics and analytics to inform strategic decisions related to talent acquisition, employee engagement, talent management, and workforce planning. Monitor key performance indicators to assess the effectiveness of HR initiatives.
- Participate in job evaluation committees to ensure fair compensation practices are in place. Collaborate with leadership to align compensation strategies with market trends and organizational goals.

Talabat

- Duration: 12/2018 – 12/2021
 - Title: Regional Senior Talent Acquisition Specialist
- Develop and implement regional recruitment strategies that align with organizational goals and workforce planning needs. Identify effective sourcing channels and recruitment methods to attract top talent.
 - Utilize various sourcing techniques to identify and attract qualified candidates, including job boards, social media platforms, professional networks, and employee referrals. Stay informed about industry trends, best practices, and emerging technologies in talent acquisition.
 - Review resumes, conduct initial screenings, and assess candidates' qualifications, skills, and experience. Coordinate and conduct interviews, both in-person and virtually, to evaluate

candidates' fit for specific roles and assess cultural alignment.

- Extend job offers to selected candidates and negotiate compensation and other terms of employment. Coordinate pre-employment activities such as background checks and reference checks to ensure a smooth on boarding process.

- Ensure a positive candidate experience throughout the recruitment process, from initial contact to on boarding. Communicate with candidates promptly and professionally, providing regular updates on their status and addressing any questions or concerns.

- Promote the organization's employer brand and value proposition to attract top talent. Develop and execute regional talent marketing campaigns, employer branding initiatives, and recruitment events to enhance the organization's reputation as an employer of choice.

- Collaborate with internal stakeholders, including hiring managers, HR business partners, and other departments, to understand hiring needs and priorities. Build strong relationships with external partners such as recruitment agencies, universities, and industry associations to expand talent networks.

- Oversee the on boarding process for new hires to ensure a seamless transition into the organization. Implement best practices in on boarding that include pre-on boarding activities, assigning buddies for support, regular check-ins during the initial months, and ensuring new hires have access to necessary resources.

- Work with the company's Human Resource Information System (HRIS) and Applicant Tracking System (ATS) to maintain accurate records of candidates and streamline recruitment processes. Utilize these systems to generate reports on recruitment metrics and analyze data for continuous improvement.

- Attend and organize open days, job fairs, and other recruitment events to engage with potential candidates directly. Promote the organization's career opportunities while enhancing its visibility in the job market.

- Continuously evaluate and improve recruitment processes, tools, strategies, on boarding practices, HRIS usage, ATS functionality, and event participation to enhance efficiency, effectiveness, and candidate experience.

Wasla Outsourcing

- Duration: 09/2015 – 12/2018
- Title: Talent Acquisition Specialist

- Generate leads by engaging specified audiences through diverse sourcing channels to create a strong candidate pool.

- Filter the candidate pool by screening applications to ensure they meet the minimum requirements based on job descriptions. Conduct phone screenings to assess language proficiency and competencies.

- Conduct face-to-face or virtual competency-based interviews to ensure accurate selection of candidates who fit the position and organizational culture.

- Manage the recruitment process for both internal and external vacancies by screening applicants, scheduling interviews, conducting screening interviews, and administering tests to achieve recruitment targets.

- Actively headhunt candidates from various channels, including LinkedIn, job boards, and social media campaigns, to attract top talent.

- Build and maintain relationships with internal management teams to understand their departments' needs, job specifications, and hiring requirements.

- Develop and implement programs that promote a positive work environment. Address employee concerns, conflicts, and grievances effectively to enhance workplace satisfaction.

- Develop and implement comprehensive on boarding and training programs that ensure employees are equipped with the necessary skills and knowledge to succeed in their roles.

Consultation Experience

HS Group

(Buildings, Planning, Water Services, Roads & Transportation, Research & Studies, Urban, Interior Design)

- Duration: 03/2024 – 12/2024
 - Title: Human Resources Consultant
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- Assessing the current organizational structure and roles.
 - Designing clear, functional organizational charts that align with company strategy.
 - Defining reporting lines, departmental functions, and workforce distribution.
 - Developing recruitment strategies suited to each region's labor market.
 - Creating and revising detailed job descriptions to attract qualified candidates.
 - Managed the recruitment process, including candidate screening and interviewing.
 - Developing or updating HR policies and procedures in compliance with local laws in each operating country.
 - Ensuring uniformity and alignment with HS Group's global standards and local adaptability.
 - Implementing process improvements for efficiency and compliance.
 - Designing comprehensive employee handbooks covering company policies, code of conduct, benefits, and procedures tailored to the multi-country operational environment.
 - Designing clear, role-specific job descriptions reflecting responsibilities, qualifications, and competencies.
 - Aligning job descriptions to organizational goals and market expectations
 - Collaborating with department heads to ensure accuracy and relevance.

Aldowayan Holding

Duration: 01/2023 – 11/2023

Title: Human Resources Consultant

- Lead the design and implementation of a performance management system that aligns with Aldowayan Holding's strategic goals, incorporating clear KPIs, ongoing feedback cycles, and employee development pathways.
- Conduct detailed job analysis and collaborate with department leaders to create accurate, role-specific job descriptions that reflect the company's vision and operational needs.
- Develop and regularly update the employee handbook to encompass company policies, culturally appropriate practices, compliance with Saudi labor laws, and organizational values.
- Manage recruitment activities by crafting tailored hiring strategies suitable for the local Saudi market, from candidate sourcing to selection and on boarding.
- Structure and optimize the organizational chart to clarify reporting lines and departmental responsibilities in a way that supports efficient decision-making and company growth.
- Review existing HR processes and procedures, identifying opportunities to align them with legal requirements and best practices while driving operational excellence.
- Support change management initiatives and promote a performance-driven culture by integrating competency models and career development frameworks.

Provide ongoing consultation on HR technologies and systems to enhance data management and reporting aligned with business objectives.

Education

Arab Academy for Science, Technology & Maritime Transport

- Master of Business Administration (MBA)
- Major: Human Resources Management
- Duration: 2025 - Present

Cairo University

- Master's degree, Mass Communication/Media Studies
- Grade: Excellent With Honors
- Subject: Leveraging Communication Tools to Enhance Employer Branding in Organizations
- Duration: 2022 - 2025

University of Wales

- Bachelor's degree, Mass Communication/Media Studies
- Grade: Very Good
- Duration: 2013 - 2017

MTI University

- Bachelor's degree, Mass Communication/Media Studies
- Grade: Very Good
- Duration: 2013 - 2017

Certifications

HR Analytics Diploma

- Issuing Organization: SHRM (Society for Human Resource Management)

- Issue Date: 12/2024

➤ Key Skills and Topics Covered:

- Understand HR analytics and types of HR data.
- Identify suitable quantitative analyses for employee data.
- Interpret statistical outputs related to HR metrics.
- Apply HR metrics across all HR functions.
- Align HR analytics with strategic organizational goals.
- Conduct problem analysis and develop effective surveys.
- Generate evidence-based decisions using HR data.
- Utilize Excel and Power BI for creating HR dashboard

Talent Management Certified Professional (TMCP)

- Issuing Organization: HRCI (Human Resource Certification Institute)
- Issue Date: 06/2024

➤ Key Skills and Topics Covered:

- Talent Acquisition and Management.
- Recruitment strategies and processes.
- Job analysis and competency modeling.
- Performance management and succession planning.
- Talent Development and Learning.
- Training and development strategies.
- Leadership development and coaching.
- Employee engagement and retention.
- Talent Analytics and Reporting.
- Workforce analytics and reporting.
- Performance metrics and benchmarking.
- Data-driven decision making.

Human Resources Certified Professional (HRCP)

- Issuing Organization: HRCI (Human Resource Certification Institute)
- Issue Date: 12/2022

➤ Key Skills and Topics Covered:

- Recruitment & Selection.
- Labor Law #12 for the Year of 2003.
- Social Insurance Law #148 for the Year 2019.
- Payroll Management using MS. Excel.
- Training, Development and Talent Management.
- Performance Management & Appraisals.
- Compensation, Motivation & Benefits.
- Organizational Development Foundations.

Skills

- Can work under pressure.
- Strong decision maker
- Complex problem solver
- Time management skills.
- Presenting skills.
- Researching skill.
- Solving problems techniques.
- Excellent Communication skill.
- Team building skills.
- Negotiations skills.
- Leadership skills.
- Analytical abilities.

Languages

Arabic — Native

English — Fluent