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### Executive Leadership

#### Professional Development & NRC Roles

- Provide critical insight into pioneering the setting up of departments from initiation to completion and establishing sustainable organizational transformation within the government, semi-government, and private sector organizations
- Establish and maintain clear communication between the business & board members on corporate governance & solutions
- Set remuneration policies by establishing performance metrics & incentive structures & overseeing performance evaluation
- Lead and drive the planning to develop a strategic organizational structure in order to drive a robust corporate culture
- Oversee the evolving changes needed to be implemented in culture, values, succession planning, and talent management
- Engage with members & the Executive Leadership team on protocols & business solutions as NRC for:
  - Forus RE investment – May '25 to date
  - Red Mala – Feb '25 to date
  - AZAD RE Co – Oct '22 to date
  - Jeddah Central Markets Co – Jan '22 to date
  - Elfaleh Sports House – Jan '20 to date

### AWJ Holding

#### HR & Corporate Support Senior Director

*Dec '15 to date*

- Provide credible insight into establishing the organization from initiation to completion by executing strategies to improve efficiency and transformative progress by creating innovative value across the Kingdom to align with the KSA Vision 2030
- Identify key areas for improvement and develop strategic plans in order to address and drive organizational restructuring
- Conduct in-depth assessments for employees, focusing on their key competencies in order to drive succession planning
- Develop and implement policies and procedures to support operations that aligned with values, goals, and objectives
- Lead the initial development and implementation of Human Resources and Shared Services through strategic business planning & consolidating support functions to serve divisions such as HR, Admin, IT, Procurement, Legal, and Finance
- Mentor & coach team members by encouraging & actively supporting growth through training to achieve KPI deliverables
- Drive continuous improvement by monitoring and analyzing KPIs to identify opportunities for process optimization
- Assess processes, workflows, procedures, departmental services, and manpower plans to identify cost-saving opportunities
- Establish and implement frameworks and road maps that can build sustainable operating procedures to drive performance
- Design a network of internal and external resources to ensure support is provided to achieve goals and overcome challenges
- Direct the development & implementation of policies & ensure effective procedural & legislative governance requirements

#### Achievements:

- Instilled dedication to preparing and driving strategic Saudization plans and programs to align with vision and goals
- Successfully spearheaded a project with Korn Ferry by collaborating with them to design optimal organization structures to develop professionals by creating JDs, Job Evaluations & Rewards, resulting in an agile & optimized organization
- Utilized subject matter expertise by collaborating with the Executive Leadership team to contribute to the reorganizing of AWJ Holding, which resulted in the creation of a strong governing company with multiple subsidiaries under its umbrella
- Successfully maintained a competitive advantage by collaborating with AON to design short and long-term incentives, which resulted in retaining top employees

### Public Education Evaluation Commission

#### HR Consultant & Acting Human Resources Director

*Jan '14 – Feb '15*

- Established and implemented HR policies, processes, guidelines, and procedures to guide the organizational development
- Provided credible insight into the strategic planning to align with international standards & to support the national economy
- Created a work plan to evaluate and build a quality and professional system to enhance the technological and organizational capabilities in order to manage qualifications and connect them with the requirements of development and labor market
- Led through functional delivering of leadership in the most effective manner to enhance & develop people-related matters
- Drove HR strategies and policies and led resourcing recruitment, training, cost-efficiency programs, & employee relations

- Established performance management systems to evaluate performance, set goals, and conduct performance evaluations
- Provided up-to-date knowledge of current HR laws and regulations & developed and implemented compliance procedures

#### Achievements:

- Instilled dedication and commitment to launching the organization's ERP system, which resulted in transforming business operations, real-time visibility into the processes, improved decision-making, and enhanced customer service
- Successfully designed and executed a comprehensive HR strategy by developing and implementing policies, procedures, training, and guidelines resulting in a more streamlined and transparent HR function and improved employee satisfaction

Riyadh Chamber of Commerce

#### Senior Trainer

*Feb '14 – Dec '19*

- Delivered training on Human Resource skills, employment, job analysis, and assessments to over 12,00 Saudi Nationals

FedEx

#### HR & Administration Manager

*Mar '13 – Dec '13*

- Provided critical insight into the development of strategic performance management, learning and development frameworks
- Directed and aligned the strategic goals for the organization to drive the development to create a performance-based culture
- Executed culture alignment and the translation of the business vision into HR initiatives to drive performance & wellbeing
- Enhanced the employee experience while encouraging open communication and a proactive problem-solving mentality
- Led the talent management function to attract & retain talent by implementing programs that included Workforce Planning, Talent Gap Analysis, Succession Planning, Training & Development, Performance Management, Recognition & Retention
- Analyzed and reviewed data from employee satisfaction surveys to identify the changes required to promote positive change
- Identify & develop gaps within the training and development programs to increase retention, staff effectiveness, & growth
- Reviewed the competency framework and performance systems & identify opportunities to enhance the process & systems

#### Achievements:

- Utilized subject matter expertise to create and establish SMSA Academy, an independent foundation for staff training
- Successfully designed an incentive by introducing a 3-year contract agreement for couriers whereby the vehicle they used would become theirs after the time period, resulting in a significant reduction in the employee turnover rate by 7%
- Successfully developed and implemented a program to recruit females for the call center, resulting in an increase in the female employee Saudization rate of 7% within 6-months

Previous career roles:

**Personnel Director**, Nov '08 – Mar '13, Saudi Food & Drug Authority

**HR Planning & Studies Officer**, Nov '07 – Nov '08, Riyadh Military Hospital

**Ambulatory Care Services Representative – Team Leader**, Jul '03 – Nov '07, King Faisal Specialist Hospital & Research Center

## EDUCATION, PROFESSIONAL CERTIFICATIONS & COURSES

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Bachelor of Business Administration

King Saud University – 2002

- Specialization in Leadership & Management, Harvard Business School
- CPP Program, CIPD, Riyadh, Saudi Arabia
- Oxford Leadership Seminar
- Training program (Job description, Job evaluation & Reward), Korn Ferry
- Principles of Management
- Strategic Management
- Policies of Wages & Incentives
- Organizational Behavior, Planning, & Development of HR
- Emotional Intelligence