

Executive Summary

A proactive and achievement-oriented Senior Director with over 20 years of diversified and progressive experience in Human Resources and Corporate Support across a wide range of industries. Currently leading corporate support functions at a prominent holding company, where I successfully transformed a private office into a fully operational holding entity. Through strategic HR initiatives and robust support services, I have played a pivotal role in enhancing organizational stability, operational efficiency, and sustainable growth.

Recognized for my strategic leadership and ability to navigate complex organizational transformations, I bring deep expertise in corporate governance and have served as both member and chairman of multiple Nomination and Remuneration Committees (NRCs). I am now looking to contribute this experience to a forward-thinking organization that values strategic transformation, high-performance culture, and effective governance.

Professional Development & NRC Roles

Actively engage with board members and executive leadership on governance protocols and business-critical decisions, serving as Chairman and Member Nomination & Remuneration Committee (NRC) for:

- AZAD Properties – NRC Chairman
- Jeddah Central Markets – NRC Chairman
- Elfaleh Sports House – NRC Chairman
- Forus RE investment – NRC Member
- Red Malls – NRC Member

AWJ Holding

HR & Corporate Support Executive Director

Dec '15 to date

- Led the establishment and strategic development of the organization from ground-up, implementing transformative strategies that enhanced operational efficiency and value creation in alignment with 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 reorganization 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 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

Bachelor of Business Administration

King Saud University – 2002

- Certificate in Board Directorship, BDI
- Specialization in Leadership & Management, Harvard Business School
- CPP Program, CIPD
- Oxford Leadership Seminar
- Certified (Job description, Job evaluation & Reward), Korn Ferry
- Principles of Management
- Strategic Management
- Policies of Wages & Incentives
- Organizational Behavior, Planning, & Development of HR
- Emotional Intelligence