**Feroz**

[**Feroz.332582@2freemail.com**](mailto:Feroz.332582@2freemail.com)

**SENIOR HUMAN RESOURCES PERSONNEL GENERALIST**

Enthusiastic, versatile, practical minded, senior level Human Resource Generalist, a genuine influencer who thrives on the freedom to take on tough challenges, with a realistic approach. Over 18 years of result oriented generalist expertise within diverse fields of Retail, FMCG and Hospitality.

**CORE COMPETENCIES SKILLS & EXPERIENCE**

Employee Relations Employee Grievance & Counselling Organizational Development Compensation & Benefits Training & Development Talent Management

Recruitment & Manpower Planning Organizational Communication Strategic Planning

ISO and Quality Management Salary Grading & WPS KPI’s & Performance Appraisal

Employee Engagement Culture Change Fun at Work

**PROFESSIONAL EXPERIENCE OF 18 YEARS PLUS**

## Shoe Mart (Landmark Group) Dubai - UAE

**Senior Human Resources Manager May’2015 till Nov’2016**

Shoe Mart is part of the Landmark Group, the largest retail operator with operations in the Middle East, Africa and Indian sub-continent.

## Key Professional Achievements

* Responsible for HR operations for 150 stores, 2 offices and 2 warehouses inclusive of over 1500 employees across UAE.
* Accountable for roll out of policies, guidelines and strategies across the UAE territory operations and offices
* Ensuring, end to end recruitment for 150 stores across all 3 concepts in UAE.
* Complete induction & on boarding for over 300 new staff joining annually.
* Yearly health insurance compliance for over 1500 plus employees.
* Sourcing, and organizing over 3000 interviews locally and globally.
* Successfully, reduced attrition by over 25%, and recruitment costs by 15%.
* Turned around performance management success by 90%.
* Successfully, initiated various new employee engagement programs.
* Implemented various new culture change initiatives.
* Restructured the HR Business Partner relationship, resulting in a 200% enhancement in employee interaction, across all three Concepts.

## Liwa Trading Enterprises LLC Abu Dhabi - UAE

## Human Resources & Personnel Manager Dec’2007 till April’2015

Liwa, an Abu Dhabi based fashion retailer, part of the Al Nasser Group of companies. Liwa, franchises 20 plus international brands, with over 250 stores across its UAE & GCC operations. Business includes fashion, home, kids, department stores, men’s and women’s wear & lingerie.

## Key Professional Achievements

* Orchestrated day to day HR functions, for 1300 employees across UAE.
* Recruited directly by the CEO and MD to ensure success on key portfolios of Recruitment & talent management, policies, grievance, restructure & training.

## Successfully reduced attrition by over 50%, across 150 plus UAE stores.

## Relocated, the head office with 50% saving on cost with zero work loss.

## Achieved over 70% saving in recruitment and staffing costs.

* Expanded recruitment campaigns to Morocco, Tunisia, Nepal, Egypt, China, Kyrgyzstan, India, Philippines, Uganda, Romania, Myanmar, Bhutan, Sri Lanka and Kenya.
* Designed & developed the first complete policy manual for HR operations.
* Successfully achieved ISO 9001 certification for the HR Department.

## Matajer Trading LLC ( Interface Recruitment) Abu Dhabi - UAE

## Human Resources & Operations Manager June'2005 till December'2007

Providing recruitment services to the in house retail businesses and meeting the staffing needs of established businesses across diverse industries, such as construction, oil and gas etc.

## Key Professional Achievements

* Established the Recruitment Agency from concept to operations, inclusive of but not limited to marketing, client servicing & business development.
* Achieved dramatic results with new strategic recruitment advertising ideas.
* Successfully helped design and start the career portal for the company.
* Successfully negotiated for recruitment services contracts with both governmental and private sector organizations.

## Matajer Trading LLC (Retail) Abu Dhabi - UAE

## Assistant HR & Operations Manager December'2000 till May'2005

## Matajer, is an Abu Dhabi based local group, specialized into diverse retail businesses from chocolates and nuts, fresh juices, fresh chocolates, besides travel agency and fashion. Brands included such as Pistache /Forty Fruity/Global Holiday/Dhiyafa

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* HR Business Partnering for seven companies and over 30 outlets..
* Recruitment, training, performance management and employee welfare.
* Saved 30% in shipping & procurement costs.
* Increased profit margins by over 10%, through supplier negotiations.

## Welldone Group Abu Dhabi - UAE

## Assistant HR & Operations Manager March'1998 to November'2000

* Piloted the startup of a new food court & outlets.
* Developed Home Delivery – Royalty System.
* Improved food cost by over 50%, through regular food cost analysis.
* Hands on experience of operating food outlets from cash counter to the kitchens.

**Professional Achievements**

* Successfully launched various employee recognition programs.
* Successfully ran the morning motivational communication.
* Successfully initiated various employment engagement events.
* Successfully initiated and organized various culture change programs.
* Successfully initiated and implemented fun at work practices.
* Completed three office relocations within timelines, costs and zero man-hours loss.
* Initiated personalized birthday celebrations for office employees.
* Initiated personalized birthday wishes and cards for retail staff across all stores.
* Implemented fun at work and birthday celebrations for warehouse staff.

**Education & Certification**

**Masters of Business Administration Pune University 1995**

Major in Marketing with Personnel

**Bachelors of Science Pune University 1993**

Specialization in Zoology

ISO Certified Internal Auditor

Information Technology - MS Office skills - Navision

Languages - English - Hindi - Marathi - Malayalam

Valid UAE driving license.