Asma

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**SENIOR HUMAN RESOURCES’ MANAGEMENT PROFESSIONAL**

Snapshot: Qualified senior HR Management Professional, managing human resources across diverse organizations and industries, and delivering proactive and transformational HR leadership to drive growth initiatives and achieve organizational excellence through talent development and employee engagement.

Exploring challenging senior managerial assignments within a professionally managed organization.

##  STRENGTHS & HIGHLIGHTS

**Strategic HR and Human Capital Planning ▪ Employee Engagement ▪**

**Change Management ▪ Performance Management ▪ Talent Management ▪ Expatriates’ Management ▪ Policy Development ▪ Financial Forecasting ▪ Cross Cultural Communications ▪ Organizational Restructuring ▪ Process Development ▪**

A business orientated and visionary senior HR Professional with proven track record in management level experience with 20+ years and diversified work experience in cross functional areas, and an ability to build organizational capability across cross-functional areas, improve operational effectiveness, foster effective leadership, shape the organizational culture and facilitate major restructurings and acquisition processes.

In-depth knowledge and skills of human resources management and practices. Strong experience within leading multinational companies, in key industries such as FMCG, Pharmaceutical and Healthcare in the Emerging Markets.

Critical thinker and change agent professional with stellar human relation skills.

Extensive operational experience combined with strategic planning, recruitment, process improvement and organizational policy development experience. Effective motivator and a problem solver committed to using education and skills to advance the mission of a global corporation. Possessing excellent facilitation skills in delivery of leadership/management development programs, and in leading International HR conferences.

##  Core Competencies

* **Strategic Business Partner -** Effective business partner with clear vision for the future
* **Drive for Results:** instigate and manage change by implementing new processes; best practices standards and procedures; and develop a recognized center of excellence in human resources’ management. Results orientated.
* **Learning Agile, perseverant and Organized -**
* **Interpersonal and Communication Skills** – recruit, train, lead and motivate professionals with diverse skills and from different functions and companies. Strong team management ability and diverse cultural experience.
* **Problem Solving** – apply a variety of structured techniques to achieve a rational approach to problem solving and decision-making.
* **Languages:** excellent fluency in English, Arabic and French.

## professional major achievements

* **Business Partnership.** Built relationships of mutual trust and respect with line management and functional heads, whereby I am and have been recognized as a desired business partner and coach, aligning HR focus to overall corporate objectives and delivering strong ROI in cost savings, increased productivity and attainment of corporate goals and objectives.
* **Strategic Planning and Implementation.** Developed organizational strategies through identification/ research of human resources issues, cutting cost and reducing operation cost. Adept at implementing human resources strategies by establishing departmental accountabilities, including talent acquisition, compensation, benefits, employee welfare activities, talent and capability development aligning HR to overall corporate objectives and targets.
* **Talent Acquisition:** Developed a recruiting / staffing strategy for each function, in alignment with the general guidelines. Acquired Talents in key positions for Eli Lilly worldwide, for Kodak EAMER, and for Alexion ME. Have upsized the Lilly regional office from 20 employees within the Near East region to 160 employees within the larger Near East and Gulf region, during a 3 years time span
* **Reward and Recognition:** Ensured competitive remuneration for key and non-key positions worldwide that are well in place. Have developed reward and recognition strategy, which fosters high performance organization and supports the attraction and retention of top performers.
* **Performance Management***:* Ensured Performance Management processes are well in place, by setting a consistent approach across all management with focus on individual development. Have also driven quality standards for PM as well as the implementation of global Key Performance Indicators allowing measurement of progress against people key objectives, ensuring a consistent global input to the annual performance review. Have trained all employees on performance management consistently.
* **Talent Development and Retention:** Identified and assessed key talent in the organization, ensured internal promotion and early developmental assignments of identified talents. Promoted consistent development planning to the lowest level. Developed, coordinated and supported succession planning and career paths. Mentoring capabilities. Build and establish a functional HR team through direct performance coaching and promotion of HR professional development.
* **Diverse Cultural Experience and cross cultural communications**
* **International Assignment Management and Expatriate Management:** Advocated adherence to (ISE) International Service Employee policy and agreed with line management on potential positions and candidates for an international assignment. Proactively managed repatriation and future moves for international assignees.
* **Training:** Organized and delivered training to employees throughout the organization, across several countries.
* **Process development and change management**: Have driven change management and coached senior line management through organizational transitional change initiatives. Fostered openness in communication to build global identity in the function. Encouraged and sought new ideas to stimulate innovation and change.
* **HR processes, analysis and revision**: Delivered standardized world class HR processes at local level to build and maintain competitive advantage. Policies and Procedures are a natural result of those processes.
* **Employment regulations and legal compliance**: Ensured compliance with local employment regulations.
* **Due Diligence and industry best practices**
* **Emiratization**

## PROFESSIONAL EXPERIENCE

**A – Alexion Pharma ME FZ-LLC., Dubai –** April 2014 to August 2016

**Sr. HRBP, MENA**

Based in Dubai, my HR role includes driving and building an energized and creative workforce, including Talent Acquisition and implementing a result driven recruiting strategy which is successfully managing to acquire high talented employees into the MENA affiliate.

At the same time, the role includes managing salary planning, organizational design, talent development and succession planning, employee relations practices, compensation planning, employee communications, leadership development, and soft skills’ training for the whole team, as well as setting up HR practices and policies for the newly established offices in the MENA cluster.

**B – Kodak (Near East) Inc., - Dubai** - January 2004 to April 2014

**Human Resources Director, Middle East and Africa Cluster**

Based in Dubai, reporting into the VP HR for Europe, Middle East and Africa, with full HR responsibility for the UAE, Lebanon, Egypt, Turkey, Kenya and South Africa. The main task was to redesign HR policies and procedures throughout the Middle East and Africa region in line with the corporate culture of this US-based multinational company. Member of the management board and key player in revising compensation and benefits for all employees, directly resulting in cost savings. Analyze business intelligence to identify priority areas to implement corporate restructuring and right-sizing with resultant cost savings and productivity increases. Analyze and select appropriate HR practices required to effectively and efficiently manage human resources. Evaluate corporate procedures and policies to map the process flow and implement efficiency improvements. Initiate motivational recognition, rewards and benefits to involve all employees as a coherent team and networking source. Lead corporate change management process by corporate communications and motivational feedback to ensure fears and uncertainties of change are addressed. Manage Emiratization strategy and implement new policies resulting in increase of the UAE national employees.

**C - Eli Lilly & Co*.*** – **Beirut –** November 1997 – December 2003

**Regional Human Resources Manager, Near East and Gulf region**

Based in Beirut and reporting into the Regional Managing Director with dotted line reporting into the HR Director for Middle East and Africa based in Geneva.

Full HR responsibility for Lebanon, Syria, Jordan, Palestine, Cyprus, Malta, Iran, Lybia, Iraq and the Gulf countries

* Developed Regional policies and procedures
* Responsible for manpower planning, recruitment and staffing (from within), career and succession planning, designing the rewards systems. Have upsized the organization in record time across the region.
* Delivered and coordinated training programs across all markets in the Region.
* Implemented the Maximizing Performance program for training and development. ( Certified Facilitator of Performance Management )
* Launched the Employee Stock Options and Ownership Plan.
* Implemented various initiatives in Recruiting, Compensation and Benefits.
* Implemented Best HR Practices from other Lilly markets
* Implemented the SAP HR system in Lebanon.
* Rolled out the Targeted Selection and Competencies based selection and development in the region..
* Developed the Regional Induction program.
* Rolled out a new Performance based Bonus Scheme for non managerial levels in the Region.

**D - Medtronic Mediterranean, Beirut -** April 1995 – September 1997

**Human Resources and Administration Manager, Mediterranean region**

**E - The Hariri Foundation, Beirut - April 1983 - February 1993**

**Director, Academic and Preparatory Studies Department**

**F - The Singer Sewing Machine Co., June 1980 – December 1983**

**Senior Export Officer, Export Department**

**EDUCATION**

**THE AMERICAN UNIVERSITY OF BEIRUT**,

* Bachelor degree , Economics and Public Administration, 1979,
* Master’s degree, Economics, thesis not completed, all courses taken

**COLLEGE PROTESTANT FRANCAIS**,

* French and Lebanese Bac II, Serie: “Sciences Experimentales”

**PROFESSIONAL TRAINING** :

* HR advanced training for professionals, 1999, Lilly USA
* Customer Focused Quality Training, Medtronic, 1996,
* Transferable Trainings: Insights, Negotiating to Yes, Time Mgmt
* Partners in Leadership, Lilly USA
* Global Leadership Development Program, Lilly Singapore
* Workshop on Strategic Framework, Lilly UK
* Train-The-Trainer Workshop on Performance Management, DDI,

**PERSONAL**

Born in Beirut, Lebanon

Female, Married