

## COMMUNICATION & ADVERTISING

### **Maestro Group**

2015 - 2018

[www.maestrogroupp.com](http://www.maestrogroupp.com)

Developed with the Management a new business model moving the company from an Event Management in the public sector, to an integrated advertisement and communication solution provider to both public and private sector.

#### **Services provided:**

- Developed the Business Model with the Finance Experts
- Developed Mission, Vision Values
- Audited Corporate Culture for leadership transformation.
- Assessed HR processes and Practices
- Developed Strategic Objectives & Tactical Objectives
- Launched the Leadership Transformation project with business coach
- Mapped the Value Chain and the Key processes
- Identified the Critical jobs/competencies for future succession planning & Talent Management
- Developed new Performance Management tool followed by Intensive Training to the Managers
- Developed Employee manual guide
- Job design process launched along with new salary scale
- Training needs analysis with training plan approved
- Participated in the Staffing process and sourced many talents
- Participated in implementing the Marketing and HR Software

## SECURITY PRINTING

### **Future Card**

2016 - 2017

[www.futurecard.com](http://www.futurecard.com)

After the acquisition of a new printing plant specialized in Cards Security Printing (Telecom, & Banking) by Qatar Foundation, new Strategic Directions are taken along with the expansion of the manufactory, HR strategy is required based on the new Business Plan.

#### **Services provided:**

- Developed new Vision Mission Values
- Assessed HR processes and Practices
- Developed HR operations processes
- Recruited an HR Manager and worked on her induction with the Business
- Developed new Customer care process along with a news structure to support it.
- Trained Managers on managing people and performance
- Developed new Performance Management tool followed by Intensive Training to the Managers
- Developed Employee manual guide
- Job design process with new Job Descriptions
- Participated in the Staffing process and sourced many talents

# PROJECTS

*Continue ...*

## FOOD & BEVERAGE

### **Urbanista**

2016

[www.weare-urbanista.com](http://www.weare-urbanista.com)

With the new expansion in Lebanon and potentially in Europe, Urbanista Management wanted to assess its HR capabilities to support its Business Plan.

#### **Services provided:**

- HR Due Diligence along with recommendations
- Participated in the Staffing process and sourced many talents in the support function

### **Zaatar We Zeit**

2010 - 2012

[www.zaatarwezeit.net](http://www.zaatarwezeit.net)

Zaatar W Zeit moved to a new restaurant concepts along with new branding; HR was asked to implement the Marketing guidelines internally through conducting a change management project, and making the new Brand and concept shown on the employees' behavior and performance.

#### **Services provided:**

- Developed Values Matrix: Behaviors versus Values
- Developed Behavioral KPIs and linked them to the new Performance Management
- Assessed HR processes and Practices
- Developed a new Reward Management Strategy based on the required behaviors
- Developed succession planning process for the restaurants
- Audited the Climate survey and developed an action plan
- Job design process with new Job Descriptions and new Salary Scale for the Support Functions
- Participated in the Staffing process and sourced many talents
- Developed a Quality Assurance Department and merged it with the Quality Control Unit
- Developed SOPs manual for the restaurants
- Developed Management by Objectives Matrix for the Support Functions
- Trained the Franchisee MDs and Managers on managing people and performance

# PROJECTS

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## MEDICAL DEVICES & SANITARY PRODUCTS MANUFACTORY

### **Saramed & Unidrug** (under the same group)

2009 - 2010

[www.saramed.com](http://www.saramed.com)

[www.unidrug.com](http://www.unidrug.com)

Management requested the development of an Organizational Development process, followed by intensive training for the Directors on the process and managing performance of the teams based on the KPIs set through the process.

#### **Services provided:**

- Developed Mission, Vision Values
- Developed Strategic Objectives & Tactical Objectives
- Mapped the Value Chain and the Key processes
- Assessed leadership capabilities for the Directors.
- Developed Leadership training programs for Directors
- Developed Succession Planning Process
- Assessed HR processes and Practices
- Developed HR Dashboard linked to the Business Objectives
- Developed Matrix Behaviors versus Values
- Identified the Critical jobs/competencies for future succession planning & Talent Management
- Developed new Performance Management tool followed by Intensive Training to the Managers
- Developed Job Analysis Process along with Job Descriptions
- Developed the Sales Orientation Program
- Participated in the Staffing process and sourced many talents

## LEGAL CONSULTING SERVICES

### **Saba IP**

2015 - 2018

[www.sabaip.com](http://www.sabaip.com)

Creation & development of an HR department, along with HR strategic Objectives linked to the Business Objectives, and development of all necessary HR processes to support this strategy.

#### **Services provided:**

- Assessed HR processes and Practices
- Recruitment of an HR manager
- Developed HR transformation plan
- Developed HR Dashboard linked to the Business Objectives
- Developed skeleton of the HR policies and procedures that need to be drafted later
- Developed Business Induction program on IP
- Developed Management training programs for Basic managers

# PROJECTS

*Continue ...*

## HIGH TECH & TELECOM

### **Telecom Syrian Sector**

2003 - 2004

[www.detecon.com](http://www.detecon.com)

The TSSP is a project funded by the European Commission for supporting the Syrian Telecom Establishment and developing its capabilities, Consultants are recruited to reengineer the Strategic and Operational processes of each Performance areas (Customer Care, Marketing, HR ...)

#### **Services provided:**

- Instrumental in developing a strategy and actions plans to improve the training process for TSSP project, which is funded by the European Commission for supporting the Syrian Telecom Establishment and developing its capabilities.
- Enhanced and modernized the Training Programs Curricula.
- Identified the needs of Syrian Telecom Engineers (STE) for new training tools and materials in the different training premises.
- Developed a strategy and actions plans to improve the Training process
- Successfully created pedagogical approaches and methods, and instruction techniques and tools for the Train the Trainer process for training to over 175 Trainers.
- Developed E-learning communities in STE by proposing a Knowledge Management strategy based on a pilot project.

### **Navlink**

2009

[www.Navlink.com](http://www.Navlink.com)

Development of Employee Manual Handbook for each affiliate in the Middle East along with the Management Manual Handbook

#### **Services provided:**

- Assessed HR processes and Practices
- Developed Employee manual handbook for each country based on the legal labor law requirements
- Developed Management employee handbook to help the managers to manage on a daily basis their teams

# PROJECTS

*Continue ...*

## LUXURY

**Sarah's bags**  
**Naja Saade Studio**  
**Iwan Maktabi**  
**499 Orient**  
**Ashi Studio**  
**Plum**  
**Rosa Maria jewelry**

2009 - 2010

Creation & development of an HR department, along with development of all necessary HR processes to support their sales plans, along recruiting talents to their units.

### **Services provided:**

- Assessed HR processes and Practices
- Recruitment of sales team
- Developed Salary Scale
- Developed Job Descriptions
- Developed Performance Management tool