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Ottawa, Ontario

PROFESSIONAL SUMMARY

Having accumulated extensive experience in various industries such as Airline, FMCG, Medical Equipment, and Fintech, I have had the opportunity to explore Customer Services, Operations and Human Resources. This journey has allowed me to thrive in the professional arena.

I am passionate about recruiting, training and developing talent. My mission is to coach, guide, support, and create opportunities for others. My career is a continuous journey of growth, and I welcome each day's new challenges as valuable learning experiences. I especially enjoy the dynamic nature of the HR field and find fulfillment in every aspect of it.

WORK EXPERIENCE

ASSOCIATE TRAINER AND COACH (PROJECT)

Jul 2023 - Jun 2024

Biz Group

- Facilitate workshops and training sessions for managers and frontline employees.
- Provide guidance on resolving employee and management relations issues.
- Deliver training sessions on recruitment skills to new managers and team leaders.
- Completed a total of 503 hours, combining service culture transformation coaching for frontline employees and service training programs sessions aimed at enhancing the skills and productivity of client's employees in banking.

HUMAN RESOURCES BUSINESS PARTNER TECHNOLOGY & INTERNAL COACH

Apr 2022 - Jun 2023

WIO Bank

- Handling HRBP role for several departments (Technology, Design, Product, Data, Business, Finance & CEO office).
- Offer guidance and advice to department on HR-related inquiries, including interpreting and applying HR policies and procedures on topics such as benefits, compensation, leave, payroll, pensions, and time management. Handle and respond to inquiries while maintaining accurate records in the case management system.
- Providing impactful recommendations to the Exco regarding Technology Team strategy, covering the team restructuring, retention plan, coaching and recruitment plan, and the Harmony within the triangle teams (Tech, Product & Design).
- Planning, reviewing, and delivering the recruitment plan, taking in consideration the challenging roles.
- Designing and delivering learning paths for employees thorough enhancing a culture of self-learning by using e-learning platforms such as UDEMY.
- Planning and organizing Executives coaching sessions.
- Developing the organizational needs with a clear manpower plan, taking in consideration the future organization structure and the required competencies & skills, for both long and short-term business requirements.
- Performance Management implementation, and the High Potential Program with the 9box approach.
- Conducting coaching session to individuals and groups for better performance and engagement.
- Leading the Talent Management Review by providing support to managers and employees.
- Guiding the Managers with all Development and improvement plan, and co-leading Individual Development Plan (IDP) with employees.
- Participating in the annual HR budget Design with Finance and check differences against planned budget & recommend corrective action, when needed.
- Not limited to the above

HUMAN RESOURCES MANAGER & INTERNAL EXECUTIVE COACH

Aug 2021 - Feb 2022

T2S Technical Science & Health Group (GE Distributor)

- Leading the HR team (10 members) for better service to the business.
- Developing HR strategy with an alignment of the business strategy & need.
- Merging the HR Services of 4 entities in one group.
- Developing People Capital plans for a variety of HR matters such as compensation, benefits, health, and safety.
- Developing the entire HR cycles such as performance evaluation, staffing, training, and recruitment.
- Designing, planning, and implementing organizational development program, policies and procedures, to build human capital and strong employee development culture.
- Overview change management initiatives and suggest enhancement to existing one.
- Not limited to the above

HUMAN RESOURCES BUSINESS PARTNER & INTERNAL COACH

Jul 2019 - Jul 2021

Centrale Danone (Danone Groupe)

- Delivering internal training for company values to over 100 Danoners.
- Conducting group coaching sessions for mid- managers.
- Covering over 1100 employees & 120 Managers in the industrial part of the business.
- Directly managing 4 HR managers and 20 indirect report of Danone factories.
- Develop the organizational needs and the translation into a manpower plan, having regard to the future organization structure, competencies, and skills, for both long and short-term business requirements.
- Contributing to the Talent Acquisition plan via a clear recruitment process to secure the right person at minimum cost.
- Manage the Performance Management Cycle.
- Coordinate the Performance Development Review process to drive for a high-performance culture, and providing support to Managers and employees about the PDR process and tools (training, consultation meeting, etc.)
- Coordinate the Talent Management Review by providing support to Managers and employees about the Talent Review process.
- Social Dynamics, act as first interlocutor of employees and their representatives to improve the work climate and anticipate conflicts, setting and communicate on company rules/code of conduct and working conditions application.
- Not limited to the above.

CEO EXECUTIVE ASSISTANT & HUMAN RESOURCES PROJECT MANAGER

Oct 2017 - Jun 2019

OCP Africa

- Managing CEO Office/Agenda/Projects and Executive Talent.
- Managing internal communication from CEO Office and VIP events with Client and Government entities.
- Oversee the performance of executive and senior level on behalf of the CEO.
- Introducing new management approaches through implement new internal processes.
- Working closely with the HR VP in HR projects (HR Guideline, Training, communication, Talent development and HR Cycles...)
- Not limited to the above

CORPORATE RECRUITMENT MANAGER

Jul 2013 - Mar 2017

Etihad Airways

- Leading recruitment for different divisions (commercial, international, operation, IT, etc.).
- Fully responsible for a government recruitment initiative for Moroccan nationals.
- Ensure the implementation of the best practices of recruitment tools and development programs.
- Planning and managing recruitment open days for large-scale recruitment of front-line customer service positions.
- Providing reports to the Vice-President and to the Moroccan and Emirati governments.
- Coaching team members to improve their skills and ensure that best recruitment practices are followed.
- Not limited to the above

CABIN CREW RECRUITER & GUEST SERVICE MANAGER

Jan 2006 - Jul 2013

Etihad Airways

- Sourcing and Candidate Identification, by utilizing various recruitment channels, including online platforms, social media, and job fairs, to attract potential cabin crew candidates.
- Reviewing resumes and applications to identify candidates who meet the necessary qualifications and skills.
- Screening and Assessment, Conducting initial screening interviews to assess candidates' communication skills, customer service orientation, and overall suitability for the cabin crew role.
- Administer pre-employment tests, such as aptitude and psychometric assessments, to evaluate candidates' cognitive abilities and personality traits.
- Interviewing and Selection, coordinate and conduct comprehensive interviews with shortlisted candidates, evaluating their interpersonal skills, teamwork abilities, and adaptability.
- Collaborate with cabin crew training department to ensure candidates meet safety and emergency response requirements.
- Documentation and Record Keeping, maintain accurate and up-to-date records of candidate interactions, assessments, and interview outcomes.
- Prepare candidate profiles and reports for management review and decision-making.
- Candidate Experience, provide a positive and professional experience for candidates throughout the recruitment process.
- Preparing regular reports on recruitment metrics, such as candidate pipeline, interview-to-hire ratio, and time-to-fill vacancies.

EDUCATION**MBA MAJOR HUMAN RESSOURCES MANAGEMENT**

Apr 2015 - Nov 2016

Geneva Business School • ABU DHABI

ENGLISH LITERATURE DEUG

Sep 1999 - Jun 2001

Hassan II University • Casablanca

SECONDARY SCHOOL DIPLOMA

Sep 1997 - Jul 1999

Oullada High School • Casablanca

SKILLS

- Trilingual (French, English, Arabic)
- Leadership, Strategic Thinking, HR Planning and Budgeting.
- Recruiting and staffing for all levels (Bulk recruitment, Open days, Assessment center).
- Communication to employees at all levels of the organization, Conflict Resolution and Problem-Solving.
- Employee Development and Change Management.
- Analytics: Utilizing HR metrics and data analysis to make informed decisions and improve HR processes.
- Relationship Building and Cultural Awareness.
- Project Management.
- Tech Savviness and HR Innovation, working with SAP, SuccessFactors and Oracle.
- Performance evaluations, and other HR functions.
- Emotional Intelligence.
- Highly Professional with MS Office including Outlook, MS TEAMS, etc.
- Previous experience in a client/customer service environment with the proven ability to provide a high level of customer service

PROFESSIONAL CREDENTIALS

- Certified Personal Development Coach (International Coach Federation 2019)
- Certified School Coach (International Coach Federation 2020)
- Recruitment And Interview Certificate (Meirc Training & Consulting 2014)