

WIAM-MAI MASRI

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EDUCATION

Lebanese American University
Master of Business Administration

Beirut, Lebanon
2006

American University of Beirut
Bachelor of Science, Biology (Honors)

Beirut, Lebanon
2003

EXPERIENCE (10+ YEARS IN HUMAN RESOURCES)

Senior level HR Professional with over 10 years of progressive experience. Proven ability to create successful teams, while integrating the HR function within organization and business strategy. Major experience in growing or new start-up HR departments and restructuring. Designing and delivering HR Training Programs. TedEx Guest Speaker.

AREAS OF EXPERTISE

Employee Relations - Employee Engagement - Organization Development/Design - Compensation & Benefits - Workforce Planning - HR Policies & Procedures - Team Creation & Building - Recruitment & Selection

Perpetual Progress **HR Consultant**

Lebanon
January 2018 to present

- Consultancy dedicated to providing NGOs, Start-Ups and Accelerators with tailored HR solutions and training programs.
- Services provided include employee engagement, learning & development, compensation & benefits, policies & procedures, talent acquisition and HR training workshops.
- Mentor the start-up communities of Flat6Labs, Beirut, throughout growth and development initiatives.
- HR Training Programs delivered to UK Lebanon Tech Hub, Flat6Labs, Antwork Beirut, Antwork Saida and GIL, UNICEF.

➤ **Latest Project:** *HR Audit & Process Review* for the Generation of Innovation Leaders Program of UNICEF

Trust Re **HR Consultant**

Bahrain
July 2017 to October 2017

- Consultancy project to assess the status of the HR Department of the subsidiary of Trust Re in addition to providing an action plan of change, growth and proven positive impact throughout the organization
- Collect timely data to support business initiatives through focus groups, surveys, one-on-one interviews, and other methodology; evaluates and applies the data to support decisions.
- Strategically collaborate with and build relationships across functional divisions, corporate entities and key external stakeholders
- Prepare analysis of key data identifying trends, with recommendations to develop, evaluate and implement new processes
- Produce functional assessments, together with recommendations for improved change of HR functions, including administrative HR, employee engagement, learning & development, talent acquisition and compensation & benefits.

PROCTER & GAMBLE DISTRIBUTOR (HB GROUP) **Deputy Chief HR Officer**

North Africa
January 2011 – January 2017

- Oversaw a total staff of over 1,500, spread throughout several regional offices
- Responsible for workforce planning, including recruitment and selection
- Recruited, trained and developed a complete human resources team
- Created HR Policies & Procedures Manual and Employee Policy Handbooks
- Created the performance management system
- Conducted assessment of training needs while leading the development of training courses
- Developed over 850 job profiles, for the 8 business lines of HB Group

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- Constructed the hierarchical structures and the authority matrix
- Established company wage and salary scales, pay policies, developing variable pay systems, including bonuses and periodic raises
- Set the guidelines, platform principles and processes of the Recruitment & HR Modules of HB Group's ERP system, Oracle, in liaison with Oracle programmers

AMROP

Middle East

Associate Consultant

April 2010 – December 2010

- Design of search and talent management strategy
- Develop the position and job specifications and profile
- Define the core requirements and competency based assessments used to assess potential candidates
- Develop focused and creative research strategies and target company lists with a high level of autonomy
- Qualify and develop potential candidates based on a phased interviewing process and on the position requirements

Senior Researcher

November 2006 – April 2010

- Identified potential target companies and candidates for executive roles on an international basis including the Middle East, Europe, and the Americas
- Extensively interviewed longlisted and shortlisted candidates for executive roles
- Prepared profiles of candidates, research reports & statistics, search strategies interview templates, client templates and presentation scripts
- Assisted in the preparation of client proposals and client agreement letters

Clients Handled at Amrop

- The International Monetary Fund, Washington D.C.
- Abu Dhabi Islamic Bank, UAE
- Consolidated Contractors Company, Greece
- Majid Al Futtaim, UAE
- Maaden, KSA
- L-Hoist, Belgium
- Emirates International Investment Company, UAE
- Qatar National Bank, Qatar
- Riyadh Bank, Saudi Arabia
- Saudi Economic & Development Company, KSA

ADDITIONAL INFORMATION

Nationality:

Canadian Citizen

Language:

Arabic (Native), English (Advanced)

Technical skills:

Proficient in Oracle and Microsoft Office