ASMAA ABDELMEGID HASSAN QASSEM

Villa # 118 | Gardenia Heights (A) | Third Settlement New Cairo | Cairo | Egypt E-mail | asmaa.qassem@gmail.com Mobile | +20 (10) 99 83 77 30 Home | +20 (12) 27 40 35 44

AREA OF EXPERTISE

People Management | Coaching | Learning & Developing

HR Professional Experience And Significant Achievements

- Consultant and Professional & Career Coach | DeCode People Management | February 2019 to date
 - Preparing tailored programs for clients according to the requested TNA.
 - Coaching Top and Middle management in their day-to-day operations.
 - Building Talent Management departments and following on their progression after project deadline.
- Head of Planning & Operations | Qmind for Human Capital Management | July 2017 to January 2019
 - Professional Duties: Diagnosis & Gap Analysis, Corporate Strategy & Structure, Job Analysis, Job Description & Organizational Chart, Performance Appraisal Management & KPIs identification, Talent Management, Assessment Centers, Training Needs Analysis, Team Building, Development Plan & Career Path, Corporate Policies and Procedures & In-house Lifestyle, Grading System, Job Evaluation & Salary Structure, Compensation & Benefits Plans, Member Satisfaction Surveys, Employee Engagement Schemes and Member's Assistant Programs, Manpower Planning and Budgeting.
 - **Industries:** Real Estate Developers, Contractors, Food and Beverage, Medical Sector, Medical Distribution, Media and Advertisement, Retail & Trading
- **Human Resources & Admin. Manager** | SHARKAWY & SARHAN LAW FIRM | January 2014 to June 2017
 - **Professional Duties:** Providing support in the various human capital functions, which include head count planning, recruitment & selection, learning & development, performance monitoring, compensation & benefits and employee coaching & counseling
- Administrative & Human Resources Manager | IBRACHY & PARTNERS | May 2006 to December 2013
 - **Professional Duties:** Dealing with a wide range of human resource issues; discussing problems with staff, keeping personnel records, hire and terminate clerical and administrative personnel, organizing the recruitment of new members, system orientation and induction to the new hired, responsible for the administrative staff appraisal and performance evaluation, etc...
- Managing Director Assistant and Billing Coordinator | IBRACHY & DERMARKAR | March 2005 to April 2006
- Partner Assistant & Paralegal | IBRACHY & DERMARKAR | July 2002 to February 2005
- Office Secretary | T3A Pharma Group | April 2000 to July 2002
 - Pharma Vision (Consultancy, Training and Information)
- English Teacher | Orouba Language Schools | October 1999 to April 2000

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LEARNING AND DEVELOPMENT GUIDANCE

Prepared all forth mentioned training programs content, with all its Learning Objectives, Outlines, Outcomes and Session Plan, Tools and Techniques and Material Handout and Presentation.

Online Methodologies: using SCE Moodle Collaborate Platform, Microsoft Teams and Zoom Meeting application Scored high performance and the sessions is almost a class room with no difference.

- Part Time Human Resources Assistant Lecturer | ARAB ACADEMY FOR MANAGEMENT, BANKING & FINANCIAL SCIENCES In Alexandria | Master of Business Administration | March 2024 to date
- Certified EBI Part Time Instructor | EGYPTIAN BANKING INSTITUTE | February 2019 to date
 - o Human Resources Management Diploma | English and Arabic track
 - Administrative & Supervision Skills Developments
 - o Coaching & Guidance
 - o Creating a Learning Journey
 - Digitization of HR
 - o Employee Relation Management

- Learning & Development Management
- o Performance Management System
- SMART Objectives and KPIs
- o Talent & Career Path & Development
- o Talent Acquisition Management
- Part Time Human Resources Instructor | THE AMERICAN UNIVERSITY IN CAIRO | April 2013 to date
 - Compensation & Benefits
 - Contemporary Management
 - o Employee Relation Management

- Organizational Behavior
- o Recruitment & Selection Management
- o Performance Management System
- First Time Manager | THE AMERICAN UNIVERSITY IN CAIRO
- Career Success Camp Workshops | THE AMERICAN UNIVERSITY IN CAIRO
- o Brand Yourself o Presentation Skills
 - o Iob Search

o Time Management

CV WritingInterview Skills

Using Social Media

- Business E-mails / Etiquette
- Part Time Human Resources Instructor | **THE BRITISH UNIVERSITY IN EGYPT** | September 2018 to date
 - o Compensation and Benefit Management
 - o Employee Relation Management & Egyptian Labor Law
 - o Recruitment and Selection
- Part Time Human Resources Instructor | ARAB ACADEMY FOR SCIENCE, TECHNOLOGY & MARITIME TRANSPORT In Alexandria | Recruitment & Selection Management Course | June 2016 to date
- "Together For a Better Future" Program Human Development Course | FACULTY OF EDUCATION | AIN SHAMS UNIVERSITY | September 01, 2012
 - Communication Strategies | Problem Solving & Decision Making | Leadership Styles | CV Writing & Mastering Interview
- Freelance Soft Skills Instructor | BRIGHT MINDS CENTRE | April 2012 February 2014
 - o Communication Strategies | CV writing & Mastering Interview | Decision Making | Leadership | Presentation Skills | Problem Solving | Teamwork | Time Management | Emotional Intelligence

CONSULTANCY PRACTICES

- HR Expert | WISE Project (Workforce Improvement and Skill Enhancement) | USAID Funded Project |
 Recruit, Retrain and Retain (3R) | February 2017 to November 2020
 - o Improve efficiency of the HR function at client's companies through process improvement, simplification and automation, to ensure the function focuses on implementing Best Practices in Recruitment, Re-training and Retaining (3R)
 - o Building an inclusive and rewarding climate to acquire and retain top talent and drive performance
 - Energize other companies to adopt 3R methodology through building a showcase company as a reference
 - **Industries:** Hospitality, Garments manufacturing and Wood manufacturing.

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PROFESSIONAL DEVELOPMENT

- Certified Professional Coach (CTA-CPC) | Coach Transformation Academy | January 2021
 - o Approved by ICF (International Coach Federation) and ACSTH (Approved Coach Specific Training Hours)
- Certificate of SHRM Professional Development (Credit PDCs for SHRM-CP or SHRM-SCP) | January 2021
- Certificate of Professional Development (Certified Assessor) | a&dc | | March 2017
- *Certificate of Achievement in Professional Certified Trainer* | American University in Cairo | School of Continuing Education | October 2012
 - o Adult Learning | Lesson Planning | Presentation Methods and Managing Training | Assessment of Learning Outcomes | Reflective Training Practice | Final Project "DEMO"
- Professional Postgraduate Diploma In Human Resources Management | American University in Cairo |
 School of Business | Management Center | March 2012
 - Strategic Management (Project) | Recruitment and Selection | Training and Development |
 Compensation and Benefits (Project) | Employee Relations and Labor Law | Human Resources
 Information Systems | Final Project (Team Leader)
- Certificate in Management | American University in Cairo | School of Continuing Education | July 2009
 - Human Resources Management | Marketing for Managers (Project) | Project Management (Project) | Communication Management | Contemporary Management | Corporate Culture | Managerial Finance

EDUCATION

- Doctorate Degree | Business Administration | Ain Shams University | 2019 2024 (In progress)
 - o Advanced HRM | Advanced Management Accounting | Applied Statistical Analysis
 - o Advanced Studies in Production and Operations Management | Advanced Studies in Finance | Advanced Studies in Marketing
 - Advanced Strategic Management | Research Methodology
 - Leadership and Strategic Communication | Strategic Negotiation | Total Quality Management
 - Understanding Strategy | Entrepreneurship and Small Business Management | Knowledge Management
 - o Research Proposal and Comprehensive Exam
 - Dissertation Topic: The Effect of Organizational Culture as a Moderating Variable on the Relationship Between Employee Loyalty and their Organizational Commitment in Small and Medium Firms
- Master's Degree | Executive Master of Business Administration | Alexandria University in collaboration with Georgia State University | 2015 2017
 - o Essentials of Business Administration | Essentials of Accounting | Essentials of Economics
 - Managerial Economics | Organizational Behavior | Financial Accounting & Reporting |
 Decision Support Tools
 - Leadership | Financial & Investment Decision Making | Business, Regulations & Fiscal Policies | Managerial Accounting & Control
 - Strategic Marketing | International Business Management | Information Technology Strategy |
 Business Strategy | Investment & Portfolio Management
 - Logistics & Supply Chain Management | Human Resource Planning & Development | Market Research | Performance Management
- Tour Guide Diploma | Helwan University | Faculty of Tourism and Hotel Management | September 2001
- Bachelor of Arts | Cairo University | Faculty of Arts | English Literature | May 1999

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