



Nada Rashed

With over 20 years of practical experience in both operational and strategic HR subfunctions, Nada is a seasoned HR professional.

She is trusted to develop, progress, and strategically transform enterprises across many MNC industries and regions due to her multicultural background.

Nada holds an MBA in corporate governance and is a certified Change Management Practitioner (PROSCI), Gender Auditor, Corporate Governance Practitioner, Certified Board Member, Train of Trainer, and Career Coach (ICF Certified).

Nada is also member of the policies and procedures committee for post-connect – a private digital company subsidiary to the Egyptian Post Authority.

Since 2013, she has supported peers, C-suites, and team members by utilizing a variety of coaching strategies.

For startups or SMEs looking to change their HR foundations and practices, Nada offers tailored HR and management consulting in addition to consulting on strategic business expansion.

She enhances her leadership approach with coaching, mentoring, and counseling of individuals she works with because of the wealth she possesses of practical experience in the wellness, health, and wellbeing domains. A significant number of her innovatively tailored development programs and experiences were adopted as best practices on a regional and international level, particularly those that catered to high potential staff members at large corporations and attempted to boost retention rates. She also creates wellness and mental health programs specifically tailored to the demands and plans of businesses.

Nada has gained recognition over the years for her wide knowledge and interest in culture change, which she has developed by drawing on her prior work experience in a variety of industries and cultural requirements. She is also a LinkedIn top voice for culture change voice continuing to serve her passion in this area.

Nada pursued her studies to become a certified gender auditor, recognized by USAID and NCW, since she believes that diversity and inclusion in organizations are essential to their development. She also takes part in forums where she helps organizations through her expertise to develop their strategic goals for DEI.

Nada is also an executive trainer at different entities such as:

AMCHAM

American University in Cairo

ESLSCA University

Egyptian Institution for Directors (EIOD)

Currently Nada is Head of HR at the GIZ Egypt, leading organizational transformation and change management initiatives, driving strategic workforce alignment, cultural evolution, and capability development to support business sustainability and growth.

From October 2023 and until Dec 2024, Nada was occupying the position of Group HR and Operations Director at the NGage Group. Nada is overlooking both scopes of HR and operations while helping transition NGage to the next growth stage as far as both business and people are concerned. That includes introducing high potential tailored development plans, succession planning and culture transformation.

Between the years 2020 and 2022 she was the Chief HR Officer for Africa, overlooking all HR functions both operationally and strategically. Her main focus was scaling the OneHeath by Axa medical and non-medical teams from 130 total headcount exceeding 700 medical doctors. The journey included building the HR foundations for the medical centers and back office, including organizational restructuring, policies and procedures creation, mental health programs, and culture transformation. Putting OH as a differentiated brand name from its subsidiary AXA insurance was done relentlessly through Nada's ability to work on the employer branding in medical universities, on social media and creating a unique network of professionals to raise awareness and create the top-of-mind association.

In years 2018 and 2020 Nada oversaw the Egypt Sudan cluster as the HR Director for CMA CGM. Overlooking the whole HR operation and strategic scopes. Putting the cluster on the radar of France HQ's, Nada worked on a comprehensive plan to expose and export local talents and support their development. She did a complete revamp for the management team and the commercial teams back then enabling positive strategic initiatives to flow smoothly because of these changes.

Philip Morris Misr was new to the Egyptian Market at the time and decided to penetrate the Egyptian market as the market leader in tobacco and not only through a distribution agent. This is the time where Nada joined to create the HR team foundations with the support of other colleagues. She stayed in PMI from 2013 and until 2018. During this time, Nada managed the management and organization development. She looked after the management team's development in addition to creating customized development journeys for all other company levels. High potentials management, succession planning, change management strategies implementation and communication were all part of Nada's growing journey at PMI. During the time with PMI, Nada was also trained to be a coach for both executives and top talents. Her coaching journey began in 2013 and until today she has been using her coaching

techniques to support executives and peers. In addition to this, Nada was also looking after culture transformation, organizational effectiveness and learning and development.

With the focus of being the business partner for more than 6000 employees across EEMEA, Nada occupied the job of HR Business Partner and Recruitment Manager at Orange Business Services from the years 2010-2012. The focus of her job was to strategically recruit for certain positions for a business project aimed at Gulf business expansion. In addition, to being the SPOC for the sales and marketing teams in the region and looking after all HR related matters.

Before this, Nada was working for the European Union for a 2-year duration project between Egypt and Germany, aiming to share best practices between the two countries and both ministries of environment. In her role as the HR manager and project translator, Nada managed to work on several protocols between the two ministries enhancing the collaboration and facilitating the knowledge transfer.

Prior to the EU, Nada was working with British American Tobacco as the Reward Manager for North Africa. Looking after the reward system, compensation schemes and benefits enhancements was the main scope under Nada's responsibility. This was between 2007-2008.

Some of the main learning journeys Nada has created and/or facilitated:

- Leadership Skills
- Executive Management
- Managers as Coaches
- Strategic HR
- Mental Health journeys
- Talent Management
- Unconscious bias
- HR Governance
- Diversity and inclusivity at the workplace
- Change management
- How to create engaging cultures
- Corporate Governance (strategy formulation and board roles)
- Corporate Governance (succession planning and board roles)
- Assessment Toolkit (Ministry of Oil and Gas, EGYGAS)
- Teams Evaluation and Recognition (Office of the Attorney General, Judicial Inspection Department)
- Modern Management Tools (Office of the Attorney General, Judicial Inspection Department)

Nada is frequently hosted as a speaker at a variety of knowledge transfer hubs such as the L&D Hub, Pathfinder market access events, Women summit, Carrerha, Amcham Egypt, ETHR Dubai. In addition to radio podcasts, TV programs transfer knowledge on many HR topics. She performs mental awareness podcasts and workshops and contributes by writing in different magazines about wellness, D&I and HR topics.

She was selected as one of the local speakers at the Women Economic Forum which took place in Egypt in Feb 2020 and the speech was about how to create successful leaders through transformational thinking. She also was the keynote speaker at Egypt Education Platform talking about the identification of young talents and how to grow their potential.

On top of the professional side, Nada is also a professional certified alternative medicine in different therapies.

- Certified Professional Reflexologist from Reflexology Association of Canada (RAC).
- The sole certified Reflexology Teacher in the Middle East through RAC. A Certified Flower Essence Practitioner and Color therapist.