

ARSEEL NASHER, MBA HR, SHRM-SCP, CHRM, Scrum Master, PMP

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Group Strategic HR Manager | HR Business Partner | Head of Human Resources | People & Culture Leader Regional

Workforce & Organizational Development

Strategic HR Leader and Senior HR Business Partner with over **11 years of experience** across the **UAE, MENA & GCC region**, building and leading **end-to-end HR functions** for organizations up to **4500+ employees** in **Manufacturing, Oil & Gas, petrochemicals, Construction, interiors, FMCG, Retail, and Semi-Government** environments. Proven track record in **HR strategy, workforce planning, talent management, talent acquisition, organizational development, performance management, and UAE Labour Law compliance**, having **increased employee retention by 40%**, **reduced attrition from 18% to 11%**, **cut HR and admin costs by 25%**, **reduced vacancy turnaround time from 35 to 20 days**, and **saved nearly AED 1M** through strategic manpower planning. Experienced in **multi-country HR governance** across six international markets, implementing **HR System HRMS/HRIS, payroll systems, and ESS portals** that saved **200+ administrative hours annually** and enabled **data-driven HR analytics and MIS reporting**. Actively partners with **owners and C-level leadership** to align **people strategy with P&L, operations, and market growth**, contributing to **20% YoY revenue growth, 45% ROI, and 30% market expansion** through compliance-focused structures, lean staffing models, and scalable HR frameworks.

Signature Competencies

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|-------------------------------|--------------------------------------|---------------------------------------|---|
| • Strategic HR Leadership | • HR Business Partnering | • Workforce Planning | • Talent Acquisition |
| • HR Operations | • Organizational Development | • Performance Management | • Employee Engagement & Welfare |
| • UAE Labour Law | • Policy Development | • Change Management | • Succession Planning & Internal Mobility |
| • Compensation & Benefits | • Manpower Planning & Budgeting | • HR Analytics | • HR System HRIS & HRMS |
| • Talent Retention | • Employee Relations & Conflict Mgmt | • Staff Onboarding & Offboarding | • Training & Development |
| • HR Data Management | • Cost Control & Vendor Management | • Human Capital Management | • Multi-Country HR |
| • Executive Advisory | • Stakeholder Management | • Investigations & Audit Preparedness | • Legal Compliance & Governance |
| • Talent Management | • SOP Development | • People & Culture | • Employee KPIs & Performance tracking |
| • Emiratization, Nafis, Gpssa | • PRO, MOHRE, GDRFA and ICP | • TNA and TNI Development | • Bulk Hiring white & blue collar |

Work Experience

Senior HR Manager & HR Business Partner | Ambiance Group – UAE HQ

Mar 2023 – Mar 2026

Furniture Manufacturers · Interiors · Fit-Out · Turnkey Projects · Façade · FF&E Procurement · Hospitality & Retail

Multinational Operations: USA · New Zealand · Turkey · Italy · Spain | Manpower Strength: **1200+ employees**

Key Highlights:

- **Strategic HR Leadership** – Designed and implemented a full-scale end-to-end HR department from the ground up for a UAE-based group, aligning HR strategy with business objectives across six international markets.
- **HR Operating Model Design** – Built and standardized HR policies, procedures, org structures, and workflows covering talent acquisition, performance management, compensation & benefits, L&D, and employee relations for a 1200+ workforce.
- **Workforce Planning & Manpower Optimization** – Led manpower planning and headcount optimization for multi-country operations, aligning staffing with project pipelines and growth plans, reducing overstaffing and supporting scalable expansion.
- **Cross-Border HR Governance** – Implemented cross-border HR governance frameworks, harmonizing SOPs, documentation, and compliance across USA, New Zealand, Turkey, Italy, and Spain to ensure consistency and legal alignment.
- **Talent Acquisition & Onboarding** – Directed end-to-end recruitment, selection, and onboarding for white- and blue-collar roles, improving hiring quality, supporting rapid project mobilization, and reducing vacancy turnaround time, supporting Emiratization.
- **HRIS / HRMS Implementation** – Drove the implementation of HRMS, payroll systems, and ESS portals in coordination with IT, enabling centralized employee records, automated workflows, and accurate HR analytics and MIS reporting.
- **Performance Management & Reward** – Deployed KPI- and OKR-based performance management cycles, linking job evaluation appraisals, salary reviews, rewards framework and incentive schemes to business performance and productivity targets.
- **Employee Engagement & Culture** – Launched employee engagement, recognition, and HR induction programs (including blue-collar induction), strengthening retention, motivation, and a performance-driven culture.
- **Cost Optimization & ROI Improvement** – Led HR cost optimization initiatives through vendor standardization, elimination of duplicate roles, and lean staffing models, contributing to improved ROI and operational efficiency.
- **C-Level Advisory & Stakeholder Management** – Acted as a strategic HR business partner to owners, C-level executives, and business heads, providing HR dashboards, risk insights, and recommendations on people, cost, and organizational change.

Senior HR Specialist & HR Operations | Armor Lubricants Manufacturers – Sharjah, UAE

Feb 2021 – Feb 2023

Oil & Gas · Energy · Petrochemical · Industrial & Automotive Lubricants | Manpower Strength: **200+ employees**

Key Highlights:

- **HR Operations** – Managed day-to-day HR operations for a 200+ workforce, including contracts, employee files, HR documentation, and coordination with operations and logistics teams.
- **Workforce Planning** – Linked manpower planning with production and supply chain requirements to ensure the right staffing levels across plants, warehouses, and sales operations.
- **Talent Acquisition** – Led full cycle recruitment for technical, blue-collar, and office roles, covering sourcing, screening, interviews, offers, and onboarding in a fast-paced industrial environment.
- **Onboarding & Induction** – Conducted employee induction and orientation programs, ensuring new hires understood safety rules, quality standards, and operational procedures relevant to oil & gas and lubricants manufacturing.
- **HR Policy & Compliance** – Implemented and enforced HR policies, procedures, and UAE Labour Law compliance, supporting audits, inspections, and internal governance requirements.

- **Performance Management** – Coordinated performance appraisal cycles, collected evaluations from line managers, tracked KPIs, and supported decisions on promotions, increments, and corrective actions.
- **Compensation & Payroll** – Reviewed monthly payroll, overtime, attendance, and leave records, ensuring accurate processing of salaries, EOSB, allowances, and deductions in line with company policies.
- **Process Improvement & Six Sigma** – Supported process optimization and Process Excellence using Six Sigma concepts, mapping HR and logistics workflows to reduce delays, eliminate waste, and improve cost efficiency.
- **HR Analytics & Reporting** – Prepared HR MIS reports on headcount, turnover, recruitment status, absenteeism, overtime, and leave utilization to support management decisions.
- **Employee Relations & Engagement** – Resolved employee issues and grievances, supported disciplinary actions where needed, and contributed to engagement activities to maintain retention in a competitive industrial sector.

Regional HR Manager | Al-Motajaded Group | Al-Motajaded Home & Al-Motajaded Contracting – Dubai & Libya

Dec 2019 – Jan 2022

Manufacturing · Furniture · Retail · MEP · EPC · M&E · Contracting · Constructions | Manpower Strength: **800+ Employees**

Key Highlights:

- **HR Strategy:** Directed regional HR strategy for dual-entity group covering manufacturing, retail, and EPC/MEP contracting operations across UAE and Libya.
- **HR Operations:** Led end-to-end HR operations including contracts, employee records, HR documentation, attendance, leave management, and disciplinary procedures for 800+ employees.
- **Workforce Planning:** Developed and executed manpower planning aligned with project pipelines, construction schedules, and manufacturing capacity requirements.
- **HR Governance:** Standardized HR policies, SOPs, and procedures across countries, ensuring consistency between HR practices, operational frameworks, and legal requirements.
- **UAE & Libya Labour Law Compliance:** Ensured full compliance with local labour laws, employment regulations, and statutory requirements across both jurisdictions.
- **Organizational Structure:** Designed and optimized organizational structures, job descriptions, and reporting lines to support scalable growth and operational efficiency.
- **Talent Acquisition:** Oversaw recruitment strategy and execution for white-collar and blue-collar roles across technical, engineering, manufacturing, and site-based functions.
- **Performance Management:** Implemented KPI-based performance management systems linked to productivity, project delivery, and operational outcomes.
- **Employee Relations:** Managed employee relations cases, grievances, disciplinary actions, and investigations while maintaining legal compliance and business continuity.
- **Payroll & Compensation:** Supervised payroll coordination, compensation structures, overtime controls, EOSB calculations, GPSSA, NAFIS, Health Insurance and benefits administration in alignment with group policies.
- **Cross-Border HR Management:** Coordinated HR activities across UAE and Libya, managing cross-border documentation, mobility, onboarding, and governance alignment.
- **Process Excellence & Optimization:** Improved HR workflows and administrative processes, reducing manual effort and enhancing control, reporting accuracy, and turnaround times.
- **Stakeholder Management:** Acted as HR advisor to senior management, project directors, and operations leaders on people risks, cost control, and workforce optimization.
- **Audit & Compliance Readiness:** Prepared HR documentation and practices for internal audits, inspections, and compliance reviews across manufacturing and contracting entities.

HR Specialist & Talent Acquisition Lead | Sharjah Co-operative Society – Sharjah, UAE

Jan 2019 – Dec 2019

Cooperative Retail Network · FMCG · F&B · FSD & CD · Semi-Government Entity | Manpower Strength: **4500+ employees**

Key Highlights:

- **Talent Acquisition** – Led end-to-end recruitment for head office, retail, and warehouse roles, managing sourcing, screening, interviewing, offers, and onboarding in a high-volume, fast-paced environment.
- **Recruitment Strategy** – Developed and executed talent acquisition strategies to meet aggressive hiring targets, improving time-to-hire and quality-of-hire across multiple business units.
- **Workforce Planning** – Supported manpower planning with retail and operations managers to align staffing levels with store openings, seasonal peaks, and promotional campaigns.
- **Onboarding & Induction** – Implemented structured onboarding and induction programs for new joiners, enhancing early engagement, reducing first-90-day attrition, and speeding up productivity ramp-up.
- **HR Operations** – Managed HR operations including employee records, contracts, transfers, promotions, and coordination with payroll, ensuring accuracy and compliance with internal policies.
- **Stakeholder Management** – Partnered with store managers, department heads, and senior leadership to understand hiring needs, define role profiles, and agree on selection criteria and SLAs.
- **Employer Branding** – Supported employer branding and candidate engagement initiatives, including career fairs, walk-in interviews, and digital sourcing channels to attract frontline and specialist talent.
- **HR Compliance** – Ensured compliance with labour regulations and organizational policies, supporting audits and internal reviews for a semi-government entity.
- **HR Analytics & Reporting** – Prepared recruitment and HR MIS reports (vacancy status, time-to-fill, offer acceptance, joining ratio) to track efficiency and guide decision-making.
- **Training & Development Support** – Coordinated with L&D to identify onboarding and skills training needs, feeding recruitment insights into workforce development plans for store and support staff.

Key Highlights:

- HR Operations** – Managed end-to-end HR operations including contracts, personnel files, HR letters, attendance, and leave administration for a 200+ manufacturing workforce.
- Admin Operations and HR Reporting** – Managed office administration, facilities, PRO services, and vendor coordination for a 200+ workforce, supported by HR MIS reporting on headcount, turnover, leave, and cost analytics for management decision-making.
- Workforce Planning** – Led manpower planning and deployment across plant, logistics, and sales functions, aligning staffing levels with production schedules and business demand.
- Talent Acquisition** – Handled full recruitment cycle for blue-collar and white-collar roles, including sourcing, screening, interviews, offers, and onboarding in a competitive industrial market.
- Onboarding & Induction** – Conducted HR induction and orientation programs, communicating company policies, HSE requirements, and job expectations to new employees.
- Payroll & Compensation** – Coordinated monthly payroll processing, verifying attendance, overtime, deductions, benefits, and EOSB in line with company policy and UAE Labour Law.
- Policy & Compliance** – Implemented and enforced HR policies, procedures, and labour compliance, supporting internal audits and ensuring adherence to legal and regulatory requirements.
- Employee Relations** – Managed employee relations, grievances, and disciplinary cases, promoting fair treatment, documenting actions, and maintaining a positive work environment.

ACHIEVEMENTS & ACCOMPLISHMENTS

- Revenue Growth** – Drove **AED 11.6M+** and **20% YoY revenue growth** across six international markets by aligning HR strategy and operational execution with business goals. (Ambiance Group)
- HR Policy Development** – Developed and implemented **HR policies, procedures, and strategies** that standardized people practices and strengthened governance. (Al-Motajaded Group)
- Retention & Attrition** – Reduced **employee attrition rate from 18% to 11%** and **increased employee retention by 40%**, while lowering turnover by 20% across four international markets. (Ambiance Group)
- Recruitment Efficiency** – Reduced **vacancy turnaround time from 35 days to 20 days** by optimizing talent acquisition workflows and improving hiring standards. (Ambiance Group)
- Manpower Planning** – Saved **almost AED 1M** through strategic manpower planning during **project mobilization and demobilization**, ensuring the right staffing mix and cost control. (Ambiance Group)
- Career Development** – Introduced **career development initiatives** and frameworks that supported internal mobility framework, succession planning, and long-term talent retention. (Ambiance Group)
- Leave Optimization** – Reduced **excess leave ratio from 60% to 6%** by implementing tighter controls, planning tools, and leave governance processes. (Armor Lubricant)
- Employee Engagement** – Organized **employee engagement, team building, and welfare activities**, contributing to higher morale, productivity, and retention. (Sharjah Co-operative Society)
- Process Design & Improvement** – Designed and improved **HR processes, trackers, MIS reports, and HR request forms**, enhancing visibility, control, and decision-making. (Armor Lubricant)
- HR Technology Implementation** – Implemented **HRMS, payroll systems, and ESS portals** in coordination with IT, enabling automation, self-service, and accurate HR data management. (Ambiance Group)
- Blue-Collar Induction** – Introduced **HR induction programs for blue-collar/worker categories**, improving onboarding quality, compliance awareness, and safety understanding. (Sharjah Co-operative Society)
- HR Automation & Efficiency** – Saved **200+ administrative hours annually** by implementing **HRIS** and optimizing workflow systems.
- ROI & Governance** – Delivered **45% ROI** and **30% market growth** within one fiscal year by establishing a **compliance-focused structure** and aligning HR governance with business strategy. (Ambiance Group)
- Paperless Transformation** – Introduced **online HR request forms** as part of a **paperless environment initiative**, saving time and administrative effort. (Al-Motajaded Group)

PERSONAL PROFILE

- Languages Known: Arabic: Fluent | English: Fluent | Urdu & Hindi: Intermediate.
- Driving License: UAE driving license
- UAE Visa status: Valid Residence Visa
- Arab National

Educational Qualifications

- MBA in Human Resources & Operations – CSJMU University

LICENSES & CERTIFICATIONS

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|------------------|------------------------------------|--------------------------------------|---------------------------|
| • SHRM-SCP | • KPI Professional | • ADV Executive Selection Strategies | • PMP |
| • CHRP / CHRM | • CIPD | • Performance Management | • Scrum Master CSM |
| • UAE Labour Law | • Distinguished HR Analytics Ready | • Competency-Based Recruitment | • AI Driven Recruiting |
| • PHRI | • International Recruiter (CIR) | • HRBP & Organization Development | • Compensation & Benefits |

IT SKILLS

- ERP & HR Systems: Oracle HRMS · HRIS & ATS Systems · Zenithr · ODOO · BambooHR · Talentera
- Productivity Tools: Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Collaboration Tools: Google Workspace (G-Suite)