

# NOUF AL SOWAIDI

## Personal Profile

A seasoned HR professional with a more than 18 years of experience, 13 years of which in managerial positions across 6 different sectors, my ambition is to influence a national performance culture for the betterment of not only the organization but also the Kingdom of Bahrain.

## Contact



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## Education

September 2017

### University of Bradford

*MSc in Research Methods*

Dec 2006

### New York Institute of Technology

*MBA with concentration in Human Resources*

June 2001

### Bahrain University

*B.Sc. in Business Management*

## Affiliations and Certifications

Member of the Board of Trustees and the Finance Committee at the Bahrain Bayan School

Certified Human Resources Manager with the University of Florida in association with Innovative Group, Florida, USA (March 2007)

Certified First Line Psychologist – Choice Theory & Reality Therapy with the William Glasser Institute in association with Dr. Basheer Al Rasheedi of Injaz Consulting, Kuwait (April 2007)

## Professional Experience

### Gulf Air (March 2018 to date)

#### **Director of Human Resources**

Oversite over the core HR functions in addition to Facilities Management, Staff Travel and the Medical Center responsible for more than 100 staff in my division and more than 3110 staff overall.

### Bahrain Mumtalakat Holding Company (August 2015 to March 2018)

#### **Head of Human Resources**

Joined the Sovereign Wealth Fund to bring best practices in HR from my rich, diverse experience. Later, I was also given the responsibility of Organizational Performance with the mandate of managing the company's performance using the Balanced Scorecard Management tool.

### Standard Chartered Bank (April 2011 to July 2015)

#### **Sr. HR Relationship Manager**

With a primary responsibility to manage the Bahrain HR team I was also responsible for Consumer Banking Northern Gulf, Levant and Oman region. Standard Chartered HRRM responsibility is that of a consultative and advisory while the hubbing concept takes care of the operational HR tasks.

### Allianz Takaful (June 2009 to May 2011)

#### **Head of Human Resources**

The opportunity at Allianz Takaful was a regional one. I joined just post-startup and was responsible for setting up the infrastructure of the HR and Administration department and to assist in setting up the region as and when new branches are opened in the region. Our model was a centralized one where HR is run in Bahrain for all the branches and eventually as the region grows in size, proper HR functions are to be set up in each country.

### Zain, Bahrain (September 2003 to June 2009)

#### **Human Resources Manager**

I have started working at Zain since its inception as MTC Vodafone. I started as HR Coordinator then took on the role of L&D team leader then Culture Specialist mandated to build and instill the organizational culture until I was appointed HR Manager in 2007

### Ernst & Young (September 2001 to September 2003)

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## Key Achievements:

- **Zain, Bahrain**
  - Early in my career, I have had the privilege of being the first Culture Specialist at Zain, Bahrain, responsible for the development and institutionalization of Zain's unique corporate culture.
  - Fast-tracked my way to the level of HR Manager where I saw the growth of Zain from start up to market leader. During that time we developed and implemented some best practices that is still discussed in the HR community to date.
- **Allianz Takaful**
  - Headhunted at Allianz Takaful when the company had started up in 2009 in order to duplicate the culture experience of Zain, Bahrain. The company had seen several changes in my short stint there and was on the brink of being acquired hence I went on to my next opportunity at Standard Chartered Bank.
- **Standard Chartered Bank**
  - My lateral movement to SCB proved quite a powerful addition to my experience where I was exposed to globalization and standardization of practices across all branches. I learned global best practices and compliance. Rolled out many strategic projects including enhancements to the performance management process, performance improvement program, Employee Engagement and the Future Leaders Program.
- **Bahrain Mumtalakat Holding Company**
  - Some of these practices went with me to Mumtalakat where I reengineered the performance management system with the adaptation of the Balanced Scorecard management tool. I also introduced an Employee Engagement tool to Mumtalakat and enhanced recruitment practices and HR policies and procedures.
- **Gulf Air**
  - HR Department
    - At Gulf Air, my most notable achievement is the restructuring of the HR Department moving from a centralize approach to a business partnership model. With specialist and generalist teams supporting the business achieve its goals.
    - The balanced scorecard adaptation also followed me to Gulf Air with a major revamp of the performance management system and communication approach.
    - I was responsible for the debut of the performance improvement plan at Gulf Air, cost saving policy amendments and creation of a culture of accountability.
    - Created the first succession plan with a localization angle for Gulf Air and implemented a major restructuring project to right size the organization in 2018/2019
    - Successfully managed three unions and navigated the vast complexity of an airline facing various crises including a pilot shortage, a media storm involving redundancy and the latest Coronavirus outbreak.
  - Facilities Management
    - Managed a team of Engineers that was responsible for the designing and constructing Gulf Air's facilities in the new airport terminal including a 5 star lounge and customer care and sales offices as well as engineering premises
    - Negotiated large value tenders for various strategic projects related to transport services, cleaning and peon services, engineering consultancy and construction