

Dear Sir/ Madam,

I am writing to express my keen interest in contributing my professional expertise to your esteemed organization. With over 17 years of progressive experience in human resources management and an additional five past years in marketing and sales, I have cultivated a versatile skill set that enables me to design and implement innovative strategies, foster collaboration, and drive meaningful organizational transformation.

In my career, I have excelled at aligning people-focused initiatives with overarching business objectives, leading to improved employee engagement, operational excellence, and a thriving workplace culture. My experience spans workforce planning, internal communication enhancement, talent management, and developing award-winning programs recognized by global standards.

As a strategic thinker and results-driven leader, I am passionate about roles that allow me to utilize my expertise to positively impact organizations. In addition to my proficiency in human resources, I am adaptable to administration and general business management roles, leveraging my analytical mindset and collaborative approach to deliver exceptional outcomes.

With a bachelor's degree in business administration and fluency in both Arabic and English, supported by an IELTS certification, I am well-equipped to communicate effectively in diverse environments and contribute to forward-thinking teams.

I am drawn to organizations that share my commitment to a future that's a whole lot brighter, in all means. I am confident that my skills and professional background align closely with your needs, and I welcome the opportunity to discuss how I can contribute to your success.

Enclosed is my C.V. for your review. I am available at your earliest convenience to provide further details or attend an interview.

Thank you for considering my application. I look forward to the possibility of joining your team.

Yours sincerely,

Adham Baroudi



Damascus, Syria



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Adham BAROUDI

16+ Years of experience in the HR field.

Business Administration graduate.

Strategic-minded, Innovative, initiative, persistent, detail oriented, analytical thinking, results driven, hardworking, supportive, collaborative, team building, facilitative communication, decision making, influencer and high achiever.

PERSONAL INFORMATION

Date and Place of birth: March 28th, 1982 (Damascus)
Gender: Male
Nationality: Syrian

AREAS of EXPERTISE

Human Capital Management - Human Resources Management – People Management - Structure Design – Job Design - Organizational Culture – Change Management – Employee Engagement – Surveys - Employee Recognition - Internal Communications - PPPs – Talent Management - Performance Management – Learning and Development – Succession Planning - Employee's Value Proposition – Total Rewards – Compensation and Benefits – Talents Acquisition - Recruitment – Employee Retention - Employee Relations – Event Management – Workshop Facilitation.

PROFESSIONAL EXPERIENCE

Aug. 03, 2008 – March 2025:

MTN Syria

A top-leading provider of telecommunication services in Syrian Arab Republic, offering cellular network access and digital business solutions to the Syrian market through 2G, 3G, 4G and ISP products and services. By end of 2024, MTN Syria served more than 6 million subscribers, which represents an almost 38% of total national market share (<https://www.mtnsyr.com/home>).

- **Chief Officer: Human Resources & Corporate Services “Acting” - December 2024 till March 2025**
(C-Suite Level – direct-reporting to the CEO and D/CEO),
HR & Corporate Services Division.
- **Organizational Development Senior Manager - March 2018 till December 2024**
(Senior Management Level – direct-reporting to the Chief Officer: HR & CS),
HR & Corporate Services Division.
- **Organizational Development Manager - December 2016 till March 2018**
(Mid-Management Level – direct-reporting to the OD Senior Manager, and to the CHRO in certain projects),
HR Division.
- **Organizational Development Consultant - May 2014 till December 2016**
(Mid-Management Level – direct-reporting to the OD Senior Manager, and to the CHRO in certain projects),
HR Division.
- **Organizational Development Generalist - August 2008 till May 2014**
(Supervisory Level – direct reporting to the OD Senior Manager),
HR Division.

- **Pioneered the attainment of "We invest in people" accreditation** for MTN Syria, in collaboration with expert teams. Achieved the Silver grade in **2016** and advanced to the prestigious Golden grade in **2020**, as certified by *Investors in People*®, London, UK.
<https://www.investorsinpeople.com/>
- **Directed a team of experts** to earn MTN Syria the international **"Excellence in Reward and Recognition"** award in **2018**, recognizing innovative employee engagement and reward systems, as issued by *Investors in People*®.
- **Introduced the KUDOS® social-recognition platform** to MTN Syria in **2016**, making it the first organization in Syria to adopt this leading global tool for fostering workplace appreciation and engagement.
<https://www.kudos.com/>
- **Led cross-functional collaboration** across HR and Senior Management teams from **2009–2018**, driving exceptional results in the company-wide employee engagement survey conducted by *Willis Towers Watson*®. Contributed to sustained improvements in metrics like employee engagement and eNPS.
<https://www.wtwco.com/>
- **Enhanced internal communication practices** by spearheading the adoption of social media platforms, including Facebook, to engage and interact with employees. Played a core role in organizing elite leadership roadshows, social gatherings, and diverse business workshops, fostering organizational unity and innovation.

➤ Achievements

Course	Provider	Venue
SPHR Preparation	<i>Insight</i>	Damascus, Syria – August, 2022
"Investors in People" – Generation 6	<i>MTN Academy</i>	Johannesburg, South Africa – Mar. 2017
Career Management Framework	MTN Academy	Johannesburg, South Africa – Jun. 2016
Coaching for Line Manager Programme (Train the Trainer)	<i>Connemara</i>	Johannesburg, South Africa – Jun. 2016
The Social Responsibility of Business	<i>LAU</i>	Damascus, Syria – Nov. 2010
Advance Human Resources Techniques	<i>HR WORKS</i>	Damascus, Syria – Jan. 2010
Facilitation Skills Workshop	<i>DDI "DEVELOPMENT DIMENSIONS INTERNATIONAL"</i>	Dubai, UAE – Dec. 2009
REACH Supervisory Development Programme	<i>THE Ken Blanchard COMPANIES</i>	Damascus, Syria – Nov. 2009
Problem Solving and Decision Making	<i>TADREEB</i>	Damascus, Syria – Aug. 2009
Strategic Management	<i>SEBC</i>	Damascus, Syria - July, 2009
MTN Brand Ambassador	In-house (MTN Syria)	Damascus, Syria – Mar. 2009
Situational Leadership 2	<i>STARMANSHIP & Associates</i>	Damascus, Syria – Dec. 2008
Communication Soft Skills	<i>TADREEB</i>	Damascus, Syria – Sep. 2008

➤ Training and Development

PAST WORKING EXPERIENCE

Oct. 01, 2007 – July 31, 2008

Marketing Officer | Marketing and Communication Department.

(Seniority Level – direct reporting to the MD).

RAKHA Co. SHALLAH and HBOUBATI \ Damascus - Syria

The authorized agent of dealership for NISSAN motors-vehicles company in Syria.

May. 01, 2007 – Sep. 30, 2007

Marketing and Sales Representative | Sales and Distribution Department\ APPLE Section.

SPECTRA L.L.C \ Damascus - Syria

A sister company of PUZANT YACOUBIAN and SONS. (Distributor of APPLE products, in addition to other well-known brands of digital imaging solutions).

May. 01, 2006 – Apr. 15, 2007

Marketing and Sales Representative | Integrated Solutions Department.

SYSTEMS Ltd. \ Damascus - Syria

A sister company of both: PUZANT YACOUBIAN and SONS, and SETCO. (Distributor of NVS "programming company located in U.A.E" specialized in EDMS (Electronic Document Management Systems).

Nov. 16, 2005 – Feb. 14, 2006

Marketing Specialist | Marketing and Sales Department\ Copiers Section.

SAMIR Photographic Supplies \ Al-Khobar - Saudi Arabia

(Distributor of KODAK photographing products; NASHUATEC, and KIP engineering products; in addition to other well-known brands in the same line).

Feb. 15, 2004 – Aug. 01, 2005

Marketing and Sales Representative | KODAK Digital Imaging Department.

PUZANT YACOUBIAN and SONS \ Damascus - Syria

(Distributor of KODAK and CANON photographing products; MGE UPS systems; SDMO generators; CUMMINS engines; ALCATEL, NOKIA and SONYERICSSON GSM handsets; in addition to other well-known brands in a diversified lines of business).

Aug. 01, 2003 – Dec. 01, 2003

Accountant | Finance Department.

HMAISHO \ Damascus - Syria

(Distributor of SAIPA and other Iranian brands of motors-vehicles).

EDUCATION

- Bachelor's degree in business administration | *Damascus University – Faculty of Economics*, 2005.
- High school degree, Science Br. | *Yosef Al-Azmeh High School*, Damascus 1999.

LANGUAGE

- Arabic: Native Language.
- English: Fluent (IELTS Certified).

COMPUTER SKILLS

- Excellent command with Microsoft Windows operating system and Microsoft Office Package (Word, Excel, Access, Outlook & PowerPoint).
- Excellent command of Internet usage and integration of social media with business.
- Good knowledge of (MIS) basic principles.

REFERENCES

- **Mr. Ahmad RAMADAN**
Head of Human Resources at Bayobab | MTN Group (UAE).
ex. Chief Officer: Human Resources and Corporate Services Division at MTN Syria (2007-2019)
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- **Mr. Mohammad Baseem ISMAIL**
Organizational Development Director at Alta Real Estate Development (UAE).
ex. Chief Officer: Human Resources and Corporate Services Division at MTN Syria (2019-2021).
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- **Mr. Omar SHALLAH**
Founding Partner, CEO at Grace Investments (UAE).
ex. Managing Director at RAKHA Co. SHALLAH and HBOUBATI (SYRIA).
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- **Ms. Ursula BAARD**
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