



ATHIYA FATHIMA

 Dubai, UAE | Employment Visa | Indian National

 athiyaf@yahoo.com |  +971 55 9132122/+971 52 1554830

Human Resources Business Partner (Functioning Role) | HR Generalist

10+ Years in Group-Level HR | Partnering with Business Heads | Driving Talent, Engagement & Growth

Strategic HR Generalist operating in a full-scope HR Business Partner capacity across dynamic business units within Al-Futtaim Group. Experienced in workforce planning, organizational design, employee engagement, and performance management. Trusted by senior leaders for providing actionable HR insights, enabling effective decision-making, and driving people-related initiatives that support operational excellence and business growth across the UAE and GCC.

CORE COMPETENCIES

- Talent Management & Succession Planning
 - Manpower Planning & Organizational Design
 - Performance Management & Development
 - Employee Engagement & Culture Building
 - Nationalization & Talent Acquisition Strategy
 - Workforce Analytics & Dashboarding (Excel/SAP)
 - Compensation Benchmarking & Promotions
 - HR Governance & Internal Controls
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PROFESSIONAL EXPERIENCE

HR Generalist - Electronics & Watches Jewelry Division | Retail & Shared Services

Al Futtaim Group, Dubai | May 2016 – Present | Dubai, UAE

Reporting to: Senior HRBP | Supporting: 600+ Employees across MENA

HR Business Partnering

- Acted as a key support to the Senior HRBP and business leaders on people matters, contributing to decisions related to organizational changes, team structuring, and business growth initiatives.

- Played a supporting role in business expansion by facilitating recruitment and onboarding for 2–3 newly introduced brands, ensuring workforce readiness as per directives from senior leadership.
- Assisted in executing people initiatives aligned with organizational priorities while reinforcing a performance-driven, values-led culture.
- Served as liaison between business units and centralized HR functions to support the implementation of HR initiatives and business alignment.

✓ **Talent Management & Succession**

- Supported the execution of annual talent reviews by preparing relevant data and documentation, and assisting in the development of Individual Development Plans (IDPs) for identified critical talent.
- Assisted in implementing retention initiatives for high-potential employees based on strategies developed by the Senior HRBP and business leadership.

✓ **Performance & Culture Leadership**

- Coordinated the annual performance management cycle including goal setting, mid-year and year-end reviews.
- Monitored and documented PIP processes, ensuring timely follow-up and compliance with policy requirements.
- Contributed to fostering a culture of meritocracy and accountability through consistent HR process adherence.

✓ **Employee Engagement**

- Managed end-to-end employee engagement process: survey deployment, dashboard analysis, impact planning with business leaders across MENA.
- Encouraged team-level participation in engagement activities and monitored progress on post-survey impact plans.

✓ **Organizational Development & L&D**

- Supported the centralized L&D team by facilitating communication with business units and encouraging employee participation in training programs and development initiatives.

✓ **Employee Relations & Compliance**

- Acted as first point of contact for grievance and disciplinary matters, escalating complex issues to the Senior HRBP as needed.
- Ensured consistent application of company policies and compliance with UAE Labor Law throughout the employee lifecycle.

✓ **Talent Acquisition & Nationalization**

- Partnered with Group TA to meet Emiratization targets and ensure culturally-aligned recruitment.
- Reviewed JDs, guided managers on hiring strategy, and led new store recruitment planning.

✓ **Compensation, Rewards & HR Analytics**

- Partnered with the Total Rewards team to support salary reviews, promotions, and internal equity adjustments.
- Maintained and delivered monthly HR dashboards (attrition, headcount, performance metrics) to support leadership visibility and decision-making.

HR Analyst – Onboarding Specialist | HR Connect Shared Services

Al Futtaim Group, Dubai | Sep 2011 – May 2015 | Dubai, UAE

- Managed onboarding for cross-division hires; maintained policy compliance and ensured data accuracy on SAP.
- Developed onboarding SOPs and improved candidate experience across brands.
- Acted as point of contact for new hire experience and SAP HR master data accuracy

Project Coordinator | Technology

Al Futtaim Group, Dubai | Mar 2007 – Aug 2011 | Dubai, UAE

- Provided project coordination and executive support to senior leadership.
- Developed reports and managed cross-department communications.

EDUCATION & CERTIFICATIONS

 Degree in Bachelor of Commerce | *Madras University*

 Postgraduate Diploma in Business Management – Chennai, India

TOOLS & TECHNOLOGIES

- SAP SuccessFactors – Web User (HR Module)
- Advanced MS Excel & PowerPoint (Dashboards, Analytics)

LANGUAGES

- **English** – Fluent

Target Role - Human Resources Business Partner – Dubai / GCC Region