



Nada Rashed – Guiding organizations through change and transformation in MENA, building on 20 years of executive experience.

Nada is a seasoned certified Change Management Practitioner (PROSCI), Chief HR Officer, Certified Board Member and Corporate Governance Practitioner, with a hands-on experience of all HR topics and strategic business challenges. Based on intercultural background she is trusted to grow, advance, and strategically change organizations in different MNC industries and geographies.

Combining organizational requirements with available skills and employee engagement, create buy-in off all levels of the firm and sustainable results, to leverage on change and transformation.

Nada Rashed

principal change & transformation (UAE)

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Areas of Expertise

- Leadership Coaching ▪ Team Management ▪ Cultural Transformation ▪ Performance Evaluation ▪ Compensation and Incentive Schemes ▪ Strategic Planning ▪ Organizational Effectiveness ▪ Change Management ▪ Talent Management ▪ Policies and Procedures ▪ Mentoring ▪ Mental Wellness ▪ Learning & Development ▪ Organizational ▪

I believe

“Empowerment and sharing knowledge is key to organizational success.”

I deliver

“Positive impact on teams and organizations, through my passion for creatives problem solving and entrepreneurial thinking.”

I create

“Organizational growth and resilience through diversity, inclusion and empowerment of the organization's key stakeholders.”

Professional Experience (et al.)

Africa OneHealth an Axa company

Steered organizational growth from 120 to 600 headcount through three geographies as CHRO.

CMA CGM Maritime Shipping Company

Restructured HR department and operations through two geographies.

Philip Morris Misr

Enhanced operational effectiveness of critical processes. Managed skill and talent funnel as part of organizational transformation.

Associate EU

Coordinating between EU and Egyptian government entities to ensure project policy implement.

British American Tobacco - Egypt

Transforming the corporate compensation and incentive plan.

ACNielsen

Supporting clients with strategic market insights.

Leverage Experts – the management consultancy for critical and complex transformations challenges.

Leverage Experts supports decision makers in growth and crisis situations since 2012. The team is an experienced partner for strategy, change management and M&A projects. Leverage Experts synchronizes value creation with corporate culture and guides executives and employees individually through critical change processes. The interdisciplinary team of experts stands for successful transformation and restructuring management and has many years of experience as consultants and entrepreneurs. Leverage Experts acts with focus and confidence in challenging situations. The team is based in Frankfurt, Zurich and Dubai. We come on board when it really matters. At short notice. With high impact.

CHANGE & WIN: Leverage Experts secures a successful future