

EDWIN WILSON

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SNR MANAGEMENT CONSULTANT & STRATEGY MANAGER Strategy Planning | Strategy Monitoring | Business Process Development

An innovative leader and forward-thinking business strategist with a career history of Organizational structure design, strategy management, business process development, strategy development, Human Resources Management, Training & Development, across various industries. Well experienced in KPI setting, KPI & Strategy monitoring, MIS reporting, change implementation, and executive coaching of Top Management team and experienced in supporting CEO in achieving short & long-term organizational goals.

- SWOT Analysis
- Scenario Planning
- Strategic Plan Development
- Budget Planning
- Strategy Implementation
- Team Management
- Report Writing
- Business Process Development
- Training & Development
- Organization Structure Design
- Relationship Management
- Policy Development

PROFESSIONAL EXPERIENCE

ZAS Medical Facilities

October 2020 – Present

Strategy Manager

Reports to the CEO

Responsible for:

- Group's strategy development for Alain Pharmacy, F&B Division, Al Dawaa Medical Clinic, Al Seef Polyclinic, Foot Care Division, Fit & Muscles Division, and Nail Spa
- KPI Setting and measurement for all Managers
- Budget development and monitoring for the Group
- Business Plan development, and business research for new businesses
- Executive coaching for internal Managers, and Business Heads
- Business growth of all companies under the group
- Organizational design and restructuring
- Prepare business processes optimization for the Group using APQC framework
- Support the Operations Director in change management and implementation of change across cross-functional departments within the Group

Direct Report includes:

- MIS & Inventory Officer
- Group Business Support Officer
- Group Internal Auditor
- Business Unit Managers (5 Business Unit Managers)

HLB HAMT, Dubai, UAE

2016 – August 2020

Senior Consultant – Organizational Consulting

Reports to the Director, Organizational Consulting, and a dotted reporting the Managing Partner, HLB HAMT. Responsible for end-to-end management of consulting activities, acquisition of clients, organizational design structures, prepare business processes using APQC framework, set KPIs, prepare job descriptions aligned to the business process, prepare strategic documents, support in change management and implementation of change across cross-functional departments.

Industry Experience

- Retail
- Services
- Consulting
- Information Technology

...Continued...

- Education
- Health Care
- Beauty & Cosmetics
- Construction
- Manufacturing
- Banking & Finance
- Engineering, Oil & Gas
- Automobile
- F&B

Key Accomplishment:

- Lead consulting team to conduct market research in Abu Dhabi, and Ajman for supermarkets
- Prepared market feasibility studies for Retail clients with a turnover of over USD 300M annually
- Conducted SWOT analysis, and support CEOs in redefining organizational vision and mission which gave clarity to strategic objectives
- Reduce waste in the business process by identifying redundant activities, and redefining new cross-functional processes using the APQC framework which led to process efficiency
- Lead scenario planning session with Management team, and prepared strategic plans which lead in operational efficiency
- Prepared job descriptions for Senior Executives, and Middle Management team which eliminate confusion in primary and delegated roles across functions
- Set KPI for Senior Executives, constantly monitor performance and report to Board of Directors leading to the achievement of revenue target year on year
- Prepare Authority Matrix, detailing authority limit for management team which led to a reduction in organizational red tape
- Conceptualize and prepare cross-functional policies covering; IT, Finance, HR, Marketing, Operations, etc. which led to operational efficiency
- Initiate and manage change process across companies
- Lead cross-functional operational audit activities which lead to improved quality control

EMERALD FACILITIES MANAGEMENT, Abu Dhabi, UAE

Nov. 2015 – June 2016

Assigned to 3 companies in Dubai; **Mirador Interiors, Radix Building Materials, and Insight Electromechanical**, and was entirely responsible for all HR, operations and business support related activities, responsible for all recruitment, lead the Admin Team comprising of PRO, 3 Secretaries, Reception, Driver, Office Assistant, IT Engineer, and Sales Engineer. Emerald is part of a group, consisting of 13 companies, both in Abu Dhabi and Dubai.

HR/Business Support Manager

- Successfully carried out end to end recruitment of all employees, comprising of 6 departments.
- Reduce the cost of manpower by more than USD 100,000 by effective manpower planning decisions.
- Led a team in planning for the setup of the joinery division and tactfully advice the management on the best option through spreadsheet analysis.
- Collaborated with other units to achieve organizational objectives.
- Lead the business support team to efficiently support the core business of the company in terms of IT solutions, the visa process, and monitoring all admin functions
- Train internal staff, and monitor performance through a robust performance management system
- Draft the employee policies, & other necessary operational documents
- Successfully applied the UAE Labor Law
- Monitored attendance and prepare payroll
- Conduct exit interviews

KHALID AL ATTAR GROUP, Dubai, UAE

2013 – 2015

KAG comprise of 5 companies (Amber Business center, Amber Real Estate, Amber Facility Management, Amber Interior Design & Fit Out and Millennium Plaza Hotel) In charge of HR/Operations functions, had more than 15 employees in the Admin team, visit the labor camp regularly, check reports from the facility management, real estate brokerage, fit-out, business center, MEP, and management team. Group strength was more than 500.

HR Generalist,

- Tactfully involved in the setting up of the business center, real estate, and interior design divisions of the group.
- Developed and drafted the business model of the sales team for both the real estate & fit-out division.
- Drafted employee manual, Health & safety manual both for office and site construction use.
- Reduced waste by 12% in the business process for the joinery division
- Developed a model for the sales team in the fit-out division that resulted in a 5% increase in profit for 2 years
- Based on the success I achieved with the fit-out sales division, I introduced a simplified sales model for the real estate agents, which resulted in more than a 6% increase in profit.
- Effectively contributed to important decisions in board meetings.
- Conduct training of staff
- Carried out end to end recruitment
- Monitored attendance and prepare payroll

Cool Waves Automobile Parts, Dubai, UAE

2011 – 2013

*Managed the HR/Admin functions, while act as HR advisor to the CEO
HR/Admin,*

Nadia Recruitment & Training Institute, Dubai, UAE

March 2013 – June 2013

HR Internship

Edwin Wilson Management Consulting, Lagos

2009 – 2011

Principal Consultant

C&P Consults, Lagos

2004 – 2009

Consultant

EDUCATION

Masters in Managerial Psychology, University of Ibadan, Nigeria 2009

B.Sc. in Sociology, University of Ilorin, Nigeria 2004

Strategy Manager Professional Certificate (**SMP**), **in progress** - Canada

Certified Management Consultant (**CMC**), 2023

Certified Human Resources Management Professional (**CHRMP**), UAE 2015

Advance Human Resources Management & Admin Certificate, UAE 2013