



SHRM CERTIFICATION

Competency-Based Global HR Certification Drives
Organizational Excellence and Accelerates Career Growth







What are the top 5 reasons for you to earn SHRM Certification?

It Can Inspire Creative Thinking

SHRM exam prep courses are designed to be truly useful in the workplace. SHRM reports that 73 percent of test-takers say the content is relevant to their jobs. Even if you're a seasoned pro, you will be amazed at the breadth of ideas you'll learn in SHRM training courses

It Can Boost Your Confidence

Demonstrating expertise (and posting those coveted SHRM credentials in your email signature) can elevate your faith in your skills. Even if your HR role does not require certification, lack of it could be hampering your self-assurance on the job. When 34 percent of HR professionals have at least one credential, according to a 2018 PayScale survey, it makes sense for you to be one of them. More important, if your aspirations go beyond your current role to the executive ranks, be aware that high-level HR managers are very likely to have a credential: 51 percent of vice presidents of HR hold a certification. So, SHRM certification can make it clear to your current and future employers that human resources is a priority to you.

It Can Help You Get a Raise

Your median pay could increase by as much as 54 percent as your certification level increases from SHRM-CP to SHRM-SCP, according to a large salary survey conducted by PayScale. PayScale survey found the median SHRM-CP certification holder reaped a 23 percent pay boost in 2018 compared to someone with no certification. SHRM-SCP holders saw an 89 percent boost in median pay in 2018. The takeaway: It pays to be SHRM-certified.

It Can Benefit Your Employer

Your manager stands to gain as much from your SHRM certification as you do because you will return to work with useful knowledge of best practices that will inform the way you handle the day-to-day business of HR, from recruitment to retention to risk management. The certifications' technical and behavioral competencies were developed with the input and research of more than 35,000 HR professionals, universities, and global organizations, so SHRM offers current, functional, and universally applicable material recognized worldwide.

It Can Accelerate Your Career

The upward trend for your career increases year over year with SHRM certification, both in salary and in promotions. According to that same PayScale survey, 82 percent of entry-level HR employees who hold a credential received a promotion in the previous five years, versus 68 percent of those without certification. Even top-level directors with at least one certification increase their odds of promotion by almost 25 percent. So, if you're gunning for a promotion or seeking a new position in human resources, SHRM certifications will move recruiters to take a keener interest in your résumé and will give you the confidence to demand what you're worth.

SHRM Body of Applied

Skills and Knowledge





What is the SHRM Body of Applied Skills and Knowledge?

For more than 70 years, the Society for Human Resource Management (SHRM) has served the human resources (HR) profession. HR professionals worldwide look to SHRM for comprehensive information and tools to help them effectively perform their jobs, develop their careers and transform their organizations. Together with SHRM, these HR professionals create better workplaces where employers and employees thrive together. In 2011, SHRM began a program of research involving thousands of HR professionals to identify the critical competencies needed for success as an HR professional. This research led to the development of the initial SHRM Competency Model, which defined eight key behavioral competencies (Leadership & Navigation; Ethical Practice; Relationship Management; Communication; Global & Cultural Effectiveness; Business Acumen; Consultation; and Critical Evaluation) and one technical competency (HR Expertise). The SHRM Competency Model represented an important advance for the field of HR by focusing on the types of behaviors that are integral for success in HR. The SHRM Body of Applied Skills and Knowledge™ (SHRM BASK™), formerly the SHRM Body of Competency and Knowledge® (SHRM BoCK®), represents the evolution of the SHRM Competency Model by further defining the knowledge areas in addition to the behavioral competencies.

The SHRM BASK was developed through a series of large-scale research studies that incorporated the viewpoints of thousands of HR professionals from around the world. It was most recently updated in 2021, and now includes nine behavioral competencies as well as one technical competency. In addition to describing the HR field, the SHRM BASK is used to define the content areas of SHRM's certification examinations: the SHRM Certified Professional (SHRM-CP®) exam for HR professionals in operational roles and the SHRM Senior Certified Professional (SHRM-SCP®) exam for senior-level HR professionals in strategic roles. The two SHRM credentials provide reliable indicators to the global business community that the credential-holder is a recognized expert and leader in the HR field with the necessary capabilities in both aspects of HR practice—competencies and knowledge—that are required for effective job performance. Further, the SHRM BASK is also the common framework for the item writers who develop SHRM-CP and SHRM-SCP exam questions, as well as individuals and organizations developing exam preparation materials. SHRM's own operations for exam development are separate and independent from its operations for study material development. SHRM observes a strict firewall between these activities to protect the integrity and credibility of the certification exams.



What are Competencies?

A competency is a group of highly interrelated knowledge, skills, abilities and other characteristics (KSAOs) that give rise to the behaviors needed to perform a given job effectively. For example, Analytical Aptitude, one of the behavioral competencies in the SHRM Competency Model, describes a group of KSAOs that include knowledge of research design, critical thinking skills and deductive reasoning abilities. These KSAOs enable HR professionals to collect, compile, analyze and interpret job-relevant data and information to support the HR function in their organizations. A competency model is a set of competencies that collectively defines the requirements for effective performance in a specific job, profession or organization.

Competencies can be either technical or behavioral. Technical competencies reflect the knowledge specific to a given profession that is required for a professional in that field to perform a particular role. Behavioral competencies, on the other hand, describe the KSAOs that facilitate knowledge to job-related behaviors.

What are Behavioral Competencies?

Leadership

LEADERSHIP & NAVIGATION

Leadership & Navigation is defined as the knowledge, skills, abilities and other characteristics (KSAOs) needed to create a compelling vision and mission for HR that aligns with the strategic direction and culture of the organization, accomplish HR and organizational goals, lead and promote organizational change, navigate the organization, and manage the implementation and execution of HR initiatives.

ETHICAL PRACTICE

Ethical Practice is defined as the KSAOs needed to maintain high levels of personal and professional integrity, and to act as an ethical agent who promotes core values, integrity and accountability throughout the organization.

Diversity, Equity & Inclusion

Diversity, Equity & Inclusion (DE&I) is defined as the KSAOs needed to create a work environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, feel a sense of belonging, and use their unique backgrounds and characteristics to contribute fully to the organization's success.

Interpersonal

RELATIONHIP MANAGEMENT

Relationship Management is defined as the KSAOs needed to create and maintain a network of professional contacts within and outside of the organization, to build and maintain relationships, to work as an effective member of a team, and to manage conflict while supporting the organization.

COMMUNICATION

Communication is defined as the KSAOs needed to effectively craft and deliver concise and informative communications, to listen to and address the concerns of others, and to transfer and translate information from one level or unit of the organization to another

GLOBAL MINDSET

Global Mindset is defined as the knowledge, skills, abilities and other characteristics (KSAOs) needed to value and consider the perspectives and backgrounds of all parties, to interact with others in a global context, and to promote a culturally diverse and inclusive workplace.

Business

BUSINESS ACUMEN

It is defined as the KSAOs needed to understand the organization's operations, functions and external environment, and to apply business tools and analyses that inform HR initiatives and operations consistent with the overall strategic direction of the organization.

CONSULTATION

Consultation is defined as the KSAOs needed to work with organizational stakeholders in evaluating business challenges and identifying opportunities for the design, implementation and evaluation of change initiatives, and to build ongoing support for HR solutions that meet the changing needs of customers and the business.

Analytical Aptitude

It is defined as the KSAOs needed to collect and analyze qualitative and quantitative data, and to interpret and promote findings that evaluate HR initiatives and inform business decisions and recommendations.

What are HR Functional Competencies?

People

HR Strategy

Involves the activities necessary for developing, implementing, managing and evaluating the strategic direction required to achieve organizational success and to create value for stakeholders.

TALENT ACQUISITION

Encompasses the activities involved in identifying, attracting and building a workforce that meets the needs of the organization.

EMPLOYEE ENGAGEMENT & RETENTION

Refers to activities aimed at retaining talent, solidifying and improving the relationship between employees and the organization, creating a thriving and energized workforce, and developing effective strategies to address appropriate performance expectations from employees at all levels.

LEARNING & DEVELOPMENT

The activities that enhance the KSAOs and competencies of the workforce to meet the organization's current and future business needs.

TOTAL REWARDS

Refers to the design and implementation of compensation systems and benefits packages, which are used to attract and retain employees.



Organization

STRUCTURE OF THE HR FUNCTION

Encompasses the people, processes and activities involved in the delivery of HR-related services that create and drive organizational effectiveness.

ORGANIZATIONAL EFFECTIVENESS & DEVELOPMENT

Concerns the overall structure and functionality of the organization, and involves measurement of longand short-term effectiveness and growth of people and processes and implementation of necessary organizational change initiatives.

WORKFORCE MANAGEMENT

Refers to HR and initiatives that allow the organization to meet its talent needs and close critical gaps in competencies.

EMPLOYEE & LABOR RELATIONS

Refers to any interactions between the organization and its employees regarding the terms and conditions of employment.

TECHNOLOGY MANAGEMENT

Involves the use of existing, new and emerging technologies to support the HR function, and the development and implementation of policies and procedures governing the use of technologies in the workplace.



What are HR Functional Competencies?

Workplace

Managing a Global Workforce

Managing a Global Workforce focuses on the role of the HR professional in managing global and mobile workforces to achieve organizational objectives.

RISK MANAGEMENT

Risk Management is the identification, assessment and prioritization of risks, and the application of resources to minimize, monitor and control the probability and impact of those risks accordingly.

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) represents the organization's commitment to operate ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local and global community.





What is SHRM Certification?

SHRM Certification is examination based professional qualification Earning SHRM Certification credential makes you a recognized expert and leader in the HR field and a valuable asset to your organization, keeping you and your organization more competitive in today's economy. This professional distinction sets you apart from your colleagues, proving your high level of knowledge and skills.





What is Difference between SHRM-CP & SHRM-SCP?

SHRM CERTIFIED PROFESSIONAL (SHRM-CP)

For individuals performing HR or HR-related duties or pursuing a career in Human Resources (basic working knowledge in HR is recommended). Individuals current or most recent work in HR is operational in nature (i.e., implementing policies, serving as the HR point of contact for staff, or performing day-to-day HR functions). Duties tend to be specialized versus general and have experience in HR less than 3 years.



SHRM SENIOR CERTIFIED PROFESSIONAL (SHRM-SCP)

For individuals with a work history of at least three years performing strategic level HR or HR-related duties. Individuals current or most recent work in HR is strategic in nature (i.e., develop HR policies, execute all integrated HR operations, direct the entire HR enterprise, or lead the alignment of HR strategies to organizational goals).



Who Should Enroll in This Course?

Individuals who perform HR duties and wish to verify, validate, enhance and/or expand their HR capabilities are likely candidates for SHRM-CP or SHRM-SCP certification. SHRM membership is not required for eligibility and individuals need not be employed at the time they apply.

Our certification preparation course is designed primarily for individuals seeking SHRM-CP or SHRM-SCP certification. Certification is a great choice for HR professionals who want to:



Increase their knowledge



Advance their skills



Earn recognition from the global community

How are HR Trainings influential for Organizational Success?

INVEST IN YOUR COMPANY AND STAFF'S FUTURE

An entire organization benefits when individual HR professionals earn their SHRM Certified Professional (SHRM-CP®) or SHRM Senior Certified Professional (SHRM-SCP®) certification. These credentials are built on the SHRM BASK™, which defines the standards for knowledge, strategies and competencies required for effective HR professionals around the world.

SHRM CERTIFICATION PROVES YOUR HR TEAM HAS:

- The ability to think strategically and perform effectively.
- The most current and relevant HR knowledge.
- A unique emphasis on HR competencies.
- The skills necessary to apply best practices for immediate impact.
- State-of-the-art credentials from the world's largest HR membership organization.

employees as better prospects for leadership

opportunities and as individuals who are

invested in the success of the organization.



As an official SHRM Education Partner, our certification prep course utilizes the 2024 SHRM Learning System, giving you access to the most effective and up-to-date exam preparation tools available. Long after the course is finished, SHRM Learning System materials will serve as a valuable resource to provide answers to a wide range of HR challenges.





Training your staff with HR Metrics's course can save time, simplify implementation and increase the effectiveness of the training. Our certified instructors have HR experience to help students learn faster, retain more knowledge and prepare to pass the exam. Upon completion, students will be prepared to sit for the SHRM-CP/ SHRM-SCP with confidence. All students will sharpen their knowledge and practical, real-life competencies to make an immediate impact in your organization.

Choose Expert Leadership and Guidance

HR Metrics is pleased to offer costeffective, convenient and customizable options for preparing some or all of your HR staff for SHRM Certification. Training can be held on-site at your location or in one of our classroom courses.



HOW WE PREPARE OUR PROFESSIONALS?

By combining the 2024 SHRM Learning System with structured teaching, classroom discussions and online tools, we keep participants on track to pass the exam.

The instructor-led learning option is ideal for those who prefer a structured environment with a live, SHRM-certified instructor. Classroom, virtual or hybrid options are offered throughout the year and each option includes the SHRM Learning System, the official SHRM cert prep tool. The curriculum is based on the SHRM Body of Applied Skills and Knowledge™ (SHRM BASK™), reinforced by the SHRM Learning System, and delivered in an interactive learning environment.

Preparation Tools Designed for Success



PERSONALIZED LEARNING

Maximize your time and exam readiness by following three steps to success: Assess, Study and Pass.

ULTIMATE FLEXIBILITY

We know your schedule can be busy and unpredictable. The system's bite-sized content topics make it easy to study, whether you've got a few minutes or a few hours.

EXAM READINESS

Cap off your studies with the Practice Exam. You'll get actual, retired exam questions, a report to break down your scores and a document designed to help you interpret and learn from your unique results.

TACTILE LEARNING OPTION

Keep your newfound knowledge at your fingertips by adding printed learning modules. Additional fee plus shipping applies.

What are the Benefits of SHRM Certification to the Employer?





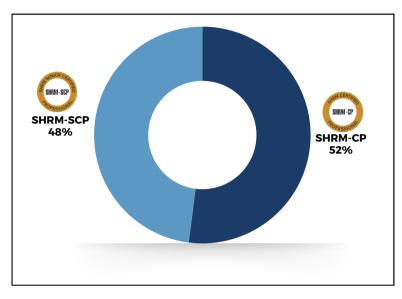
What are the Benefits of SHRM Certification to the Employee?

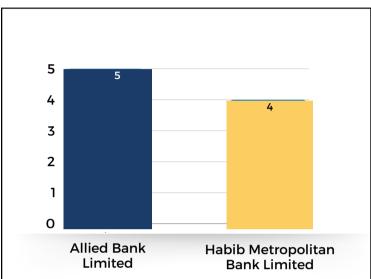
- 1. Inculcates business acumen in HR.
- 2. Makes HR professionals think more strategically.
- 3. Demonstrates employees' commitment to HR.
- 4. Ensures employees' HR knowledge is up to date.
- 5. Increases employees' confidence in their ability to do the job.
- 6. Shows the organization takes HR seriously.
- 7. Gives employees greater trust and confidence in the HR department.
- 8. Helps in hiring, promotion and job security.
- 9. Professional accredited HR Credentials valued by business communities.
- 10. Strengthens resume.
- 11. Facilitates networking with HR professionals worldwide.
- 12. Allows you to put the letters after your name.
- 13. Is good for the reputation of the organization.

Info graphics

SHRM Certification by Professional Levels

Organizations having Max
SHRM Certified Professionals

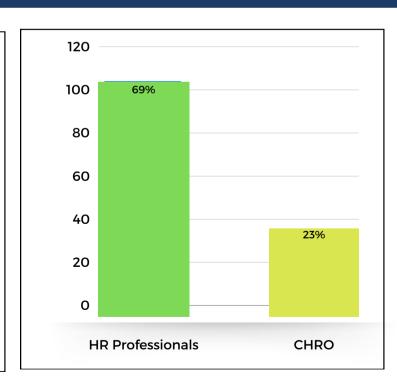




SHRM Certified by Industries

70 68 60 50 40 30 34 34 10 0 Service Sector Manufacturing

SHRM Certification by Professional Levels



FALL SESSION

Want to learn more about what we offer?

Fall 2024 Course: 19 Oct 2024 - 25 Jan 2025

Total 15 Sessions, each containing 3 hours of learning Every Sat from 10 am to 1 pm (Pakistan Time UTC +5.00)

Total Learning Hours: 45

Learning Package include:

- Access to SHRM Learning Management System 2024
- Digital books, Tuition Classes by qualified instructor
- Certificate of Participation
- Mock practices on retired exam questions



SHRM Preparatory Course Fee

	SHRM Preparatory Course Fee
	Regular Fee (\$) Valid till 18 Oct 2024
SHRM Member/ HR Metrics Alumni	1,600
Become SHRM Member	1,750
Non Member	1,800

SHRM Exam Fee

	Regular Fee (\$) Valid till 9 Nov 2024
SHRM Member	410
Non Member	510

• Exam is conducted in 8,000 testing centers of Prometrics around the world including Karachi, Lahore and Islamabad.

SHRM CERTIFICATION PREPARATION TOOL KIT COMPRISES OF



SHRM e-Books



SHRM Learning Management System

- 4 comprehensive learning modules available in print and e-reader formats. 18 months' access to an Interactive Online Learning center with assessments, study plans, and practice questions based on the SHRM Body of Applied Skills and Knowledge (BASK™) tested on SHRM-CP and SHRM-SCP exams
- Designed for Adult Learners
- Smart Study Tool
- Tests (including knowledge and SJT questions)
- E-reader modules
- Flashcards and glossart
- Learning Resource Center
- Individual and group reporting of study analytics



45 hours of Expert-led Instruction

- 2500+ practice questions for exam
- 1 week of comprehensive Mock exams covering all competencies



Certificate of Participation

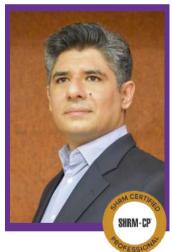
TESTIMONIALS



This prestigious international certification will further enhance my HR capabilities and add value to my contributions for the success of my organization.

Adeel Rahmani

Head of HR Pakistan Petroleum Limited



According to Kamran SHRM Certification has attributed his success to his

belief of being a Capital Partner to the organization. He carefully crafted method for accomplishing crucial Knowledge, Skills and Attributes, that he terms "mandatory" to attain individual career aspirations including increased chances of earning a role at the C- Suite and becoming an effective leader.

It is imperative for HR professionals to continually learn and adapt to be relevant. At the end he stated that "Your ability to evolve with time leads to organizational rapid success and growth".



Global Human Resources Director FINCA Impact Finance



I am hoping my SHRM certification will be able to take on more challenging responsibilities and tasks.

Cynthia Lili Chen

Assistant Manager HR, China Power Hub Generation Company Pvt Ltd

FREQUENTLY ASKED QUESTIONS

(FAQS)

Can I earn recertification credits taking this course?

If you have already earned the SHRM Certification you can obtain up to 36 professional development credits (if you are attending this program for professional development only).

- Can I ask the instructor questions during the online sessions?
 Yes, you can ask questions from instructor during online sessions.
- How do I attend a class?
 Classes will be held online via Zoom.
- How long is the course?

Fall 2024 Course: 19 Oct 2024 - 25 Jan 2025. Total 15 sessions, each containing 3 hours of learning. Every Sat from 10 am to 1 pm (Pakistan Time UTC +5.00.

- No, you will not be able to watch the recording If you miss an online session.
- Is the SHRM exam included with this course?

 This course does not include the final exam or exam fee. Practice exams are included.
- What if I already own the SHRM Learning System?
 Contact us to find the best learning options for you.
- Do I need to purchase the SHRM Learning System separately?
 No. The SHRM Learning System is included with this program. There are no additional costs.

Top International Education Partner of 2022



CERTIFICATE OF RECOGNITION

is hereby presented to

The HR Metrics

Top International Education Partner

2022 SHRM Learning System

Johnny C. Taylor

President & CEO

SHRM

Mary Beth Anderson

Man But Conduse

President & CEO

Holmes Corporation

Instructor



UMER RAZA BHUTTA CEO Abundance Business and Consulting

Umer has 25 years of Experience in People Profession and currently is CEO of Abundance Consulting.

He is involved in organizational development, restructuring, business improvement, training & development, coaching and hiring projects of different public, private and donor funded organizations including United Nations (Women Empowerment program), USAID (HR Policy and Organizational Restructuring), GIZ (productivity enhancement, organizational restructuring including org. chart) UNICEF (institutional restructuring), Serena Hotels Pakistan, Crescent Bahuman Ltd., The Urban Unit, Stewart Pakistan Pvt. Ltd., Govt. Holding Pvt. Ltd., Thal Corporation and Almoiz Industries, TexPak Pvt. Ltd., Coca Cola Beverages Pakistan Ltd. Lahore & Gujranwala Plant, Honda Atlas Cars, Looptex Pvt. Ltd., Sitara Chemical Industries, Orange Line Metro Lahore etc.

He is authorized Trainer, Consultant and Coach for National Business Development Program for SMEs and for National Productivity Organization Ministry of Industries Govt. of Pakistan and approved instructor for SHRM certifications in Pakistan.

He is author of four books including 1) "CHOOSE OR BE CHOSEN" (published 2007, 2) "CHAHAT" (The Want) (published 2018) 3) "JOBs" (Published 2022) and "BECOMING AN ENTREPRENEUR" (in publication).

SHRM-SCP

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SHRM-SCP

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Mullallillau Atli Tu

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Manager HR - Organizational and Talent Development Haier Pakistan



Corporate Development Manager PIA

SHRM-SCP

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CEO HR Metrics



Head Learning and Development & Chief Diversity Officer Soneri Bank Limited



Sr. Manager HR Group Compensation PTCL & Ufone



Manager People & Culture Islamic Relief



Head HR Rehman Medical Institute



Senior Manager-Human Resources



People & Change Manager -Global Programmes Voluntary Service Overseas



HRBP - Clothing Division Midas Clothing Limited



Happiness Life Coach Destiny Trainers



Business Growth Partner (Business Operations) North PTCL Group



National Human Resources Manager TricorBraun



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Performance Excellence Lead -Global HR - Communities of Expertise Wärtsilä



Head of HR Ferozsons Laboratories and Pharmaceutical



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Head of Human Resources Pakistan Petroleum Limited



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Senior HR Relationship Manager Habib Bank Limited



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Subayyal Ahmed

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HR Specialist HDEC Engineering - Powerchina



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Naeem Lodhi

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Feroze Parveez Unit Head Talent Habib Metropolitan Bank



Mohammad Faheem

HR Officer Freelance



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Syed Taha Amjad

Learning and Culture Lead **Dawood Hercules Corporation** Limited, Pakistan



Director Administration.

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HR Manager Feroze 1888 Mills



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SHRM-CP

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Sameer Amjad

Head of Talent Acquisition & HR Planning Master Tiles & Ceramic Industries Ltd.



Ammara Romel Bashir

Associate Manager Allied Bank Limited



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Sr. Human Resource Business Partner Zameen.com



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Learning Manager Lahore/ Vice President National Bank of Pakistan



Amber Sultana

Employee Relations Lead PepsiCo



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Talha Rasool

Senior HR Manager National Logistics Cell



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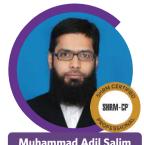


Workforce Development Officer

World Health Organization



Specialist, Talent Acquisition Aga Khan University



Muhammad Adil Salim

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Deputy Manager HR Fauji Fertilizers Company Limited

SHRM-CP

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HR Lead Onboarding & KE Master Trainer
K-Electric



Organization Development Manager ABANA Enterprises Group



Mir Usama Mazhar
Senior Human Resources Officer
Pakistan Petroleum Limited



Unit Manager (Organisation Management) Fauji Fertilizer Bin Qasim Limited



Manager Welfare Bulleh Shah Packaging Pvt Ltd.



Junior Executive HR
Fauji Fertilizer Company Limited



Assistant Manager Diversity & Inclusion
Bank Alfalah Limited



Deputy Manager-Learning & Organizational Development Adamjee Life Insurance



General Manager VEER Sports Pvt. Ltd



Deputy Manager HR National Clearing Company of Pakistan Limited



Manager Human Resources Almoiz Industries Limited



Venue Staff Pool Manager & Equality Diversity Inclusive Lead Pakistan British Council Pakistan



Assistant Manager HR China Power Hub Generation Company (Pvt.) Limited



Assistant Manager - HR Samsung Electronics Pakistan Pvt. Ltd



Senior Human Resources Officer Pakistan Petroleum Limited



HR Business Strategist Blue Sky Hospitality Solutions LLC-New York



HR Professional



AM People & Culture iGATE Technologies



Head of Stakeholders Engagement HR Metrics