

HR Metrics

HR Metrics

Transform “Human Resources” to “Human Capital” with
a verifiable impact on the Organization’s bottom line



About HR Metrics

Created in 2012, HR Metrics is a consulting and advisory firm specializing in sustainable people analytics, global HR standards, professional competencies, and inclusion strategies. We support organizations in making data-driven decisions to enhance workforce performance and long-term value. Our purpose is to build inclusive cultures, strengthen HR capabilities, and drive social impact through human capital disclosures, DEI standards, and HR competency frameworks.

Purpose

Our purpose is to empower organizations to build capabilities in creating inclusive cultures, enhancing HR effectiveness, driving meaningful societal impact, and embracing stakeholder capitalism through the effective implementation of Global Diversity, Equity, and Inclusion Standards, HR Management Competencies, and Human Capital Value Creation standards. We are driven by a commitment to fostering environments where every individual thrives, contributing to positive change in their workplaces and communities worldwide.

Vision

We envision a future where organizations worldwide develop robust capabilities in inclusivity, HR effectiveness, and societal impact, while prioritizing stakeholder capitalism through meaningful social and financial value creation.

Mission

Our mission is to empower organizations by enhancing their capabilities through the effective implementation of Human Capital Analytics, Diversity, Equity & Inclusion Standards, and HR Competency Standards while advancing stakeholder capitalism.

Values

1. Workforce Productivity

Optimizing employee contributions through data-driven insights. This is achieved by using advanced analytical tools to track performance, identify productivity drivers and barriers, and create systems where each individual can effectively contribute to organizational goals.

2. Strategic Decision-Making

Empowering HR teams to make informed decisions by providing clear, quantitative evidence of workforce trends and outcomes. This is achieved by transforming qualitative HR activities into actionable intelligence through rigorous measurement.

3. Return on Investment (ROI)

Maximizing HR's impact on the bottom line by ensuring every HR initiative delivers measurable value. This involves optimizing HR expenditures by demonstrating and enhancing the ROI of policies, programs, and practices.

Our Services

Human Capital Analytics

Human Capital Analytics at HR Metrics empowers organizations to transform workforce data into strategic insights that drive business outcomes. We support companies in building a strong analytics capability by helping them systematically collect, organize, and analyze their human capital data. Using two integrated frameworks— Human Capital Analytics Consultancy, Human Capital Disclosure and ISO 30414 Auditor Certification — we guide organizations in measuring what truly matters: the capabilities of their HR teams, the impact of their people strategies, and the value their workforce creates over time.



Human Capital Analytics

- Human Capital Analytics Consultancy
- Human Capital Disclosure
- ISO 30414 Auditor Certification

SHRM HR Competency Standard

HR Metrics supports organizations in building strong HR functions through the implementation of SHRM HR Competency Standard. SHRM-CP and SHRM-SCP, frameworks that define the critical skills, behaviors, and knowledge required for HR professionals to effectively align people strategies with business goals.



SHRM HR Competency Standard

- SHRM Certified Professional (SHRM-CP)
- SHRM Senior Certified Professional (SHRM-SCP)

Diversity Hub

At HR Metrics, we believe Diversity, Equity, and Inclusion is not just a practice, it's a principle embedded in the way we work, advise, and grow. DEI ensures that individuals from all backgrounds have fair access to opportunities, feel valued, and can contribute meaningfully to the workplace.

To promote this vision, we established the Diversity Hub, a knowledge and resource center designed to guide organizations in applying global best practices in DEI. Through this platform, we run key initiatives such as the Global DEI Benchmarks Assessment & Awards and Women Leaders for Boards Directory all aimed at building inclusive, equitable, and high-impact workplaces.



Diversity Hub

- Global DEI Benchmarks Assessment & Awards
- Woman Leaders for Boards (WLB)

Human Capital Analytics Consultancy



Human Capital Analytics Consultancy is a data-driven framework offered by HR Metrics that empowers organizations to align their workforce strategy with business outcomes through evidence-based decision-making. This equips HR professionals with the skills to collect, analyze, and interpret human capital data to improve performance across key areas such as talent acquisition, engagement, productivity, and ROI. Structured around 12 comprehensive modules, the program provides a holistic understanding of workforce analytics, enabling participants to build internal capability, drive strategic value, and embed a culture of continuous improvement within their organizations.

Human Capital Disclosure

This certification enables professionals to identify key measurement opportunities and diagnose HR financial and operational metrics, interpreting data insights to drive competitive, cost-effective, and business-responsive strategies. By leveraging data analysis and mathematical formulas, certified professionals can quantify HR's impact on the bottom line and inform critical workforce decisions. With standardized data, they can assess human capital value in a comparable manner, improve HR processes, and foster positive employment relationships. Additionally, this certification provides expertise in understanding financial and non-financial returns on human capital investments and reporting human capital data and insights transparently, enhancing organizational performance assessments.



ISO 30414 Auditor Certification

The ISO 30414 Auditor Training Program aims to equip HR professionals, internal auditors, and organizational leaders with the knowledge and skills required to effectively audit and implement ISO 30414:2025 Human Resource Management-Requirements and Recommendation for Human Capital Reporting and Disclosure. As the first international standard that provides comprehensive guidelines for reporting human capital, ISO 30414 enables organizations to transparently disclose the value and impact of their human resources. It provides a framework of measuring and reporting 69 metrics on 11 aspects of human capital.



Our Clientele Global Dispersion



ISO 30414 Certified Professionals



GLOBAL



Adewalekan Arowojobe
CEO
Leadworth Consulting Limited
Nigeria



Ahmed Ali Zaharani
Talent Development Director
National Center for Non-Profit
Saudi Arabia



Aisha Garba
CEO
Aifa Consulting Limited
Nigeria



Ana Gagua
Organisational Development, Human Capital Management, Learning and Development Consultant
Georgia



Bob Obirize
Head, Zenith Learning Centre
Zenith Bank
Nigeria



Fumie Nakao
P&C Operations Manager
Mercari
USA



Hammad Akram
Head, Organizational Effectiveness & Rewards
SIPCHEM
Saudi Arabia



Hongchuan Randolph Lin
Co-Chairman, HR Risk Chapter
RIMAS
Singapore



Juan Paolo Arao
Chief People Officer
TecSurge
Philippines



Kei Murakami
Executive Consultant
Kotora Co., Ltd.
Japan



Ketevan Gabinashvili
Career Consultant and Trainer
Georgia



Kohei Sugawara
Co-founder & Officer
HCProduce Inc.
Japan



Koichiro Sugie
Director
Kotora Co., Ltd.
Japan



Lee Tee Ling
Principal Consultant
Just HR Pte Ltd
Singapore



Levan Kublashvili
HR Recruiter and Organizational Development Consultant
Georgia



Lovina Xie
HR Manager
iNova Pharmaceuticals
Singapore



Margaret Balogun
HR & Training Advisor
KC Gaming Networks Ltd (Bet9ja)
Nigeria



Masanori Koide
Senior Strategy-Manager Customer Success Group
Salesforce
Tokyo, Japan



Muhammad A. Laghari
Managing Partner
Antal International
UAE



M. Awal Pascal Naatinbah
Senior Advisor, Employee Relations.
Gold Fields Limited - Ghana Assets



Noriaki Kagawa
Representative Director - HR Technology Consortium,
CEO - High Growth Company Co., Ltd.,
Japan



Olawale Agunbiade
Human Resources Manager
PIC Group
Nigeria



Oliver Kothrade
HR Director
Panasonic Consumer Electronics Europe
Germany



Rebeca Fernández
CEO & Co-Founder
AwAre
UK



Rupak M. Zaidi
HR Consultant & Senior Faculty
Cambridge Academy of Professionals & World Academy UK
Bangladesh



Ryan Seah
Director,
Kairos HR Solutions Pte. Ltd
Singapore



Ryoichi Suwa
Associate Client Partner
Korn Ferry
Japan



Dr. Sabrina Pit
Director
Work Wiser International
Australia



Serene Wong
Head Group Human Resources,
Hong Leong Asia Ltd
Singapore



Shunsuke Hosaka
Founder & CEO
HCProduce Inc.
Japan



Takashi Iwamoto
Professor of Yamagata University, & Contract Consultant of HCProduce Inc.
Japan



Tamica Price
Client Relationship Manager
Dekh Solutions
The Bahamas



Tham Chien Ping
Principal Associate Consultant
JustHR Pte Ltd
Singapore



Tipu Zaheer
Head of Compensation & Benefits
ENGIE
UAE



Tsuyoshi Hara
Senior Representative
Japan International Cooperation Agency
Japan



William Liu
Senior Managing Partner Human
Future Co., Ltd.
Tokyo, Japan

PAKISTAN



Nadia Akbar Huda
Director- HR
Vital Pakistan Trust
Pakistan



Dr. Sitwat Husain
CEO
OptimizeHR
Pakistan



Rizwan Mahmud
General Manager HR, Admin, IT and Security
AJCL (Pvt) Limited
Pakistan



M. Haroon Khan
Director People & Organization
Mobilink Microfinance Bank
Pakistan



Adnan Saeed
Head of Training & OD
Ferozsons Laboratories Ltd.
Pakistan



Anam Ayub
Lead - HR Shared Services
Midas Safety
Pakistan



Ayesha Sikander
Manager HR & Process Improvement
eshifa
Pakistan



Faizan Arafat
Senior Consultant and Facilitator
CUBE Consulting
Pakistan



Farooq Ahmad
Additional Director (HR & Admin)
Punjab Healthcare Commission
Pakistan



Farooq Bilal
Deputy Director HR, DHA
Karachi
Pakistan



Farhat Ali
Vice President
Abacus Consulting
Pakistan



Fatima Chishti
Head of HR,
Samsung Electronics
Pakistan & Afghanistan
Pakistan

ISO 30414 Certified Professionals



PAKISTAN



Hashim Khan
Director Administration
Defence Housing Authority
(DHA) Karachi
Pakistan



Jehanzeb Khan
HR Professional
Pakistan



Junal Maria D'cruz
HR Business Partner Bayer
Pakistan (Pvt) Ltd.
Pakistan



Kashan Akram
Head of Human Resources
Energyico Pk Limited
Pakistan



Khadija Bint Qasim
Senior Executive
FFBL
Pakistan



Maryam Basit
Senior Executive
(Talent Acquisition,
Learning & Development)
FFBL
Pakistan



Mohsin Nishat
Head of Human Resources
Sustainability &
Communications
Sapphire Textile
Mills Limited
Pakistan



Muhammad Bilal
Head of HR Operations
Bayer Pakistan (Pvt) Ltd.
Pakistan



M. Waqas
Head of HR
Governance & Services
Khushhali Microfinance
Bank Limited
Pakistan



M. Waqas Rafique
Head Of OD
Cotton Web Ltd.
Pakistan



Muhkam Wali Khan
Head of HR
Aga Khan Agency
for Habitat
Pakistan



Romana Azaz
HR Professional
Pakistan



Sadia Shah
Senior Manager Performance
HR Metrics
Pakistan



Sadia Jehanzeb
Former Senior Manager HR
Habib University
Pakistan



Sameer Damani
HR Business Partner
Midas Safety
Pakistan



Dr. Samina Karim
Executive Manager
Organizational
Development
Mobilink Microfinance Bank
Pakistan



Sana Rehman
DM Recruitment & Training
Pakistan Suzuki Motors
Pakistan



Sanna Fakher
Lead HR Business Partner
Insights Driven Research
Pakistan



Dr. Saqlain Sher
Head HR Communications &
Employer Branding
National Bank of Pakistan



Shahina Hussaini
Senior Manager HR
Policies & Governance
HBL
Pakistan



Shams Iqbal
Freelance Consultant
Pakistan



Sidra Jamal
Deputy Executive-
Compensation & Benefits
Fauji Fertilizer Company Ltd.
Pakistan



Sikander Rathore
Business Partner
Transformation Segment
Bayer Pakistan (Pvt) Ltd.
Pakistan



Syed Sajid Raza
Senior Human Resource
Consultant, Milan Solutions
Pakistan



Dr. Syed Qasim Shah
Postdoctoral Research
Fellow International Islamic
University Malaysia
Pakistan



Syed Wasiq Ahmed Kalimi
Manager Human Resources
Aga Khan University
Pakistan



Talha Abbasi
Senior Manager -
People & Culture
HRSG
Pakistan



Tashfeen Abdullah
Department Head
HR Analytics
Faysal Bank Limited
Pakistan



Umer Raza Bhutta
CEO & Founder
Abundance Business
and Consulting
Pakistan



Usman Shabbir
Manager Corporate
Administration
PTCL
Pakistan



Uzair Ejaz Virk
Assistant Manager - HR
Samsung Electronics
Pakistan



Waqas Waseem
Head of HR & Admin
Askari Life Assurance
Company Limited
Pakistan

SHRM HR Competency Standard

HR Metrics offers two globally recognized certifications based on career level and HR experience:



SHRM Certified Professional (SHRM-CP)

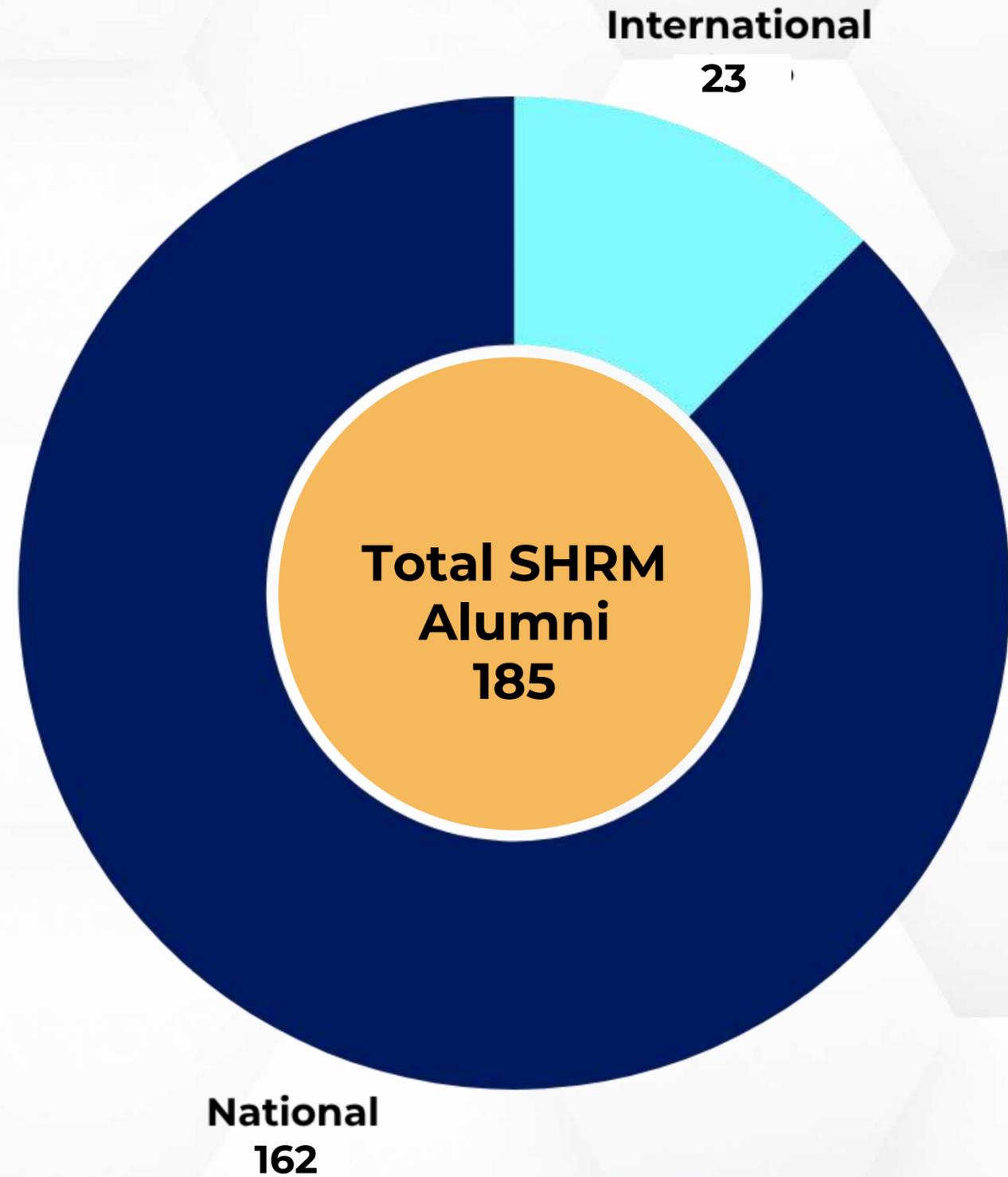
Designed for individuals performing general HR duties and have experience in HR less than 3 years or those pursuing a career in HR. No specific HR title, degree, or prior experience is required, but basic HR knowledge is recommended.

Senior Certified Professional (SHRM-SCP)

Intended for HR professionals with at least 3 years of strategic-level HR experience or SHRM-CP holders moving into strategic roles. No HR title or degree required. It evaluates advanced competencies like developing policies, overseeing HR operations and aligning HR strategy with business goals.



Our Clientele Global Dispersion



● Total SHRM Alumni ● International ● National

SHRM Certified Professionals



GLOBAL



Kamran Mustafa Siddiqui
Global Human Resource Director
FINCA Impact Finance
UK



Sana Javed
GKM Coaching – Career Coach
Canada



Farhan Samji
Director of Business Operations
Hospitality Advisers Group
Canada



Rabia Mehboob
Corporate Director of HR
Blue Sky Hospitality Solutions
USA



Tsuyoshi Hara
Director of Human Resource Department
Japan International Cooperation Agency
Japan



Kamran Hussain
Employee Relations Lead-HR
Qatar Fabrication Company
Qatar



Rahim Kabani
Human Resources Manager
Cosmetica Laboratories Inc
Canada



Farhan Ur Rehman
Manager Total Rewards, Workforce Planning & Policy
SEHA - Abu Dhabi Health Services Co.
UAE



Fumie Nakao
HR Operations Manager
Mercari
USA



Shamsher Farooq
Head of HR
Unilever
Sri Lanka



Nauman Tariq
HRBP/HR Consultant
Confidential
UAE



Caroline Ngina Muoki
Specialist HR
Aga Khan University Kenya



Rashed Amin
Manager – Organization & System Development
ABANA Enterprises Group Co.
Saudi Arabia



Syeda Rida
Associate Human Resource Generalist
Canonical
Canada



Saniya Hassan
Advisor
The TJX Companies
USA



Sameea Pervez Ali
Talent Attraction Consultant
Grant Thornton LLP
Canada



Joyce Gitau
Specialist HRBP
Aga Khan University
Kenya



Mohammad Faheem
PPE Sales & Sourcing Executive
TECHNOAVIA
UAE



Aqsa Rustam
People Experience Advisor
Mondelēz International
Canada



Anita Ansari
Key Account Manager
SPERTON - Where Great People Meet
USA



Furrukh Ismail
HR Professional
Oman



Syed Taha Amjad
HR Consultant
UAE



Anaum Janjua
Happiness Life Coach
Destiny Trainers
Australia

PAKISTAN



Dr. Sitwat Husain
CEO
OptimizeHR
Pakistan



Zahid Ali Mubarak
SHRM-SCP, SPHRi, GPHR
CEO
HR Metrics
Pakistan



Umer Raza Bhutta
CEO
Abundance Business and Consulting
Pakistan



Sadaf Hatif
Director & CEO
HRSG - Innovative Business Solutions
Pakistan



Maheen Qaiser
Owner
Beri & Coral
Pakistan



Aurangzeb Tanvir
CEO
Mindgroomers
Pakistan



Syed Farhat Ali Bokhari
Vice President
Abacus Consulting
Pakistan



Junaid Jumani
CHRO
AGP Limited and OBS AGP (Pvt.) Limited
Pakistan



Shahma Zahid
Chief Human Resources Officer
Greenstar Social Marketing (G)
Pakistan



Mehwish Owais
Chief Human Resources
The Hive
Pakistan



Sohail Rizvi
Chief Learning Officer
Inside Out Transformation
Pakistan



Syeda Fizza Batool
Global Head of People and Culture
CodeNinja Inc.
Pakistan

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PAKISTAN



Muhkam Wali Khan
Global Human Resources
Business Partner
Aga Khan Agency
for Habitat
Pakistan



Fizza Saeed
Senior Global People
Business Partner
DigitalOcean
Pakistan



**Munira Moiz
Muhammad**
Head Senior HRBP (Global)
Aga Khan Schools
(Aga Khan Education Service
& Aga Khan Academics)
Pakistan



Basma Aftab
Regional Head of
Equality, Diversity and
Inclusion South Asia
British Council
Pakistan



Madiha Khalid
HRBP CD-Gulf
Unilever Pakistan Limited
Pakistan



M. Faisal Qureshi
Divisional Head General
Services & Stationery
Allied Bank Limited
Pakistan



**Muhammad Atif
Tufail Khan**
Human Resource Director
eWorx International
Pakistan



Sana Gillani
Global Employee
Relations Manager
Teradata
Pakistan



Samia Qamar
Director, People
S&P Global
Pakistan



Darrel Jacob
Director People Excellence
K-Electric
Pakistan



Nadia Akbar Huda
Director - HR
Vital Pakistan Trust
Pakistan



Kashif Pervaiz
Senior Director
Afiniti
Pakistan



**Muhammad
Siddique**
Director
Government of Pakistan
Pakistan



Mahad Ali
Deputy Director HR
DHA Head Office Karachi
Pakistan



**Aurangzeb Ahmed
Khan**
Deputy Director
Housing Directorate GHQ
Pakistan



Hashim Ali Khan
Deputy Director
Askari Colonies
Management (South)
Pakistan



Sehrish Khan
Assistant Director
State Bank of Pakistan



**Farooq Ahmad
Randhawa**
Additional Director HR
and Admin
Harvard Business Review
Pakistan



Faiza Qureshi
Group Head People & Culture
HRSG - Innovative
Business Solutions
Pakistan



Bakar Ahmed
Group Head HR
Zarai Taraqati
Bank Limited
Pakistan



Kaifee Siddiqui
Former Group Head HR
Packages Group
Pakistan



Syed Saulat Abbas
Lead OD & TnD/HRBP
Fauji Foods Ltd.
Pakistan



Syeda Beenish
Lead HR Bussines Partner -
IT Division
Bank AL Habib Limited
Pakistan



Osama Adil
Lead Human Resource
Business Partner
International Packaging
Films Limited
Pakistan



Talha Rasool
Talent Acquisition &
Operations Lead
National Logistics
Corporation
Pakistan



Naeem Lodhi
Recruitment &
Selection Lead
INTECH Process Automation
Pakistan



M. Salman Dalia
Lead HR & Accounting,
HR & Finance
SABIC
Pakistan



Asaad Hameed
Lead ME/MI Process
Improvement
Masood Textile
Mills Limited
Pakistan



Rafea Ahmed
People Partner - Pakistan
& Middle East
Adam Smith International
Pakistan



**Khalid Mehmud
Nasir**
Group Senior General
Manager - HR
Master Group of Industries
Pakistan



Imran Nabi
Head of HR
Kulsum International
Hospital
Pakistan



Adeel Rahmani
Head of Human Resources
Pakistan Petroleum Limited
Pakistan



Rabia Afsheen
Head of HR
Pharmagen Limited
Pakistan



Mehreen Amir Ali
Head of Human Resources
Aga Khan Development
Network
Pakistan



M. Umair Sabir
Head of HR
LOLC Microfinance Bank
Limited
Pakistan



Mir Usama Mazhar
Senior Human
Resources Officer
Pakistan Petroleum Limited
Pakistan

SHRM Certified Professionals



PAKISTAN



Taha Ahmed
Head of HR and OD
Medics Laboratories
Pakistan



Ali Asif
Head of Strategy and
Organizational Development
KSB Pumps Company Limited
Pakistan



Habiba Sulman
EVP & Head - L&D & DEI
Faysal Bank Limited
Pakistan



**Amin Anwer
Ali Rashidi**
Head-Rewards, HR
Operations & Governance
HABIBMETRO Bank
Pakistan



Sahar Al Hosban
Head Total Rewards and
People Operations
U Microfinance Bank
Pakistan



Amber Sultana
Employee Relations
Manager-Pakistan Middle
East & Africa
Haleon
Pakistan



Muhammad Asif
Head of Human Resources
& Administration
ABL Funds
Pakistan



M. Adnan Amin
Head of Resourcing and
Talent Management
Silkbank Limited
Pakistan



M. Adil Salim
Head of Performance
Management & Rewards
Byco Petroleum Pakistan
Limited
Pakistan



**Rizwan Shahid
Siddiqui**
Head HR Business &
Employee Relations
Faysal Bank Limited
Pakistan



Saba Hassan
Head of Human Resources
and Talent Management
Mustaqim Dyeing &
Printing Industries (Pvt.)
Ltd.
Pakistan



Quratulain Arsalan
Head of Central HR
Artistic Milliners
Pakistan



Nabeel Khalid
People & Change Manager-
Global Programme
Voluntary Service
Overseas
Pakistan



**Faiza Shakeel
Malik**
Head of Talent &
Organization Development
Haier Pakistan
Pakistan



Usman Ahmed
Head Human Resource
& Admin
HABIBMETRO Exchange
Services Ltd.
Pakistan



Najia Malik
Head Of Human Resources
Universal Service Fund
Pakistan



Dr. Saqlain Sher
Chief People Officer
MMS GCC & Pakistan



Kiran Chimnani
Manager Talent Acquisition
Engro Corporation
Pakistan



Salman Pasha
Group HRBP &
Organizational Development
Habib Bank AG Zurich
Pakistan



Sameer Amjad
Group Head - HR Bussines
Partnering (HRBP)
International Packaging
Films Limited
Pakistan



Fizza Ather
HR Business Partner
Fauji Fertilizer
Company Limited
Pakistan



Sanna Fakher
Lead HR Business Partner
Insights Driven Research
Pakistan



Munib Faruqi
HRBP
Gaditek
Pakistan



Saleha Majid
HR Business Partner
The SEARLE Company Ltd.
Pakistan



Junal Maria D'cruz
HR Business Partner
Bayer Pakistan (Pvt) Ltd
Pakistan



Hirra Habib
HR Business Partner
Bank Alfalah Limited
Pakistan



**M. Sheharyar
Iqbal**
HRBP
K-Electric Limited
Pakistan



Sidra Azam
HRBP Manufacturing,
QAQC & SCM
National Foods Limited
Pakistan



Sana Karim
Head of HR
Confidential
Pakistan



Sara Nawaz
HR Head Ikonc
Pakistan



Sadaf Shaikh
Head HR
FOTCO & FTTL
Pakistan



Saria Zaheer
Head HR & OD
Shafi Texcel Limited
Pakistan



Sameer Damani
Head of Rewards &
HR Shared Services
Midas Safety
Pakistan



**Kashif Halim
Rajpoot**
Head of People and Culture
Paymob Pakistan
Pakistan



Joveria Chaudhry
Head of Sustainability
& SHEQ
Pakistan Oxygen Limited
Pakistan



Saman Abbasi
Head L&D and Chief
Diversity Officer
Soneri Bank Limited
Pakistan



SHRM Certified Professionals



PAKISTAN



Sheeba Danish
DGM HR & Admin
(Head of HR & Admin)
Gandhara Automobiles
Limited
Pakistan



Muhammad Haseeb
Head of HR-Apparel
Sarena Industries
Pakistan



Saman Chaudhry
Head of Human Resources
MG Apparel
Pakistan



Sabir Mumtaz
Head of
Compensation Benefits
Askari Bank Limited
Pakistan



M. Saqib Awan
Head of Department Admin/
Security & Procurement
Secure Logistics Group
(Pvt) Limited
Pakistan



Summaira Faisal
Department Head-
Human Resources
Pakistan Poverty
Alleviation Fund
Pakistan



Aurangzeb Alam
Senior Executive
Human Resources
Fauji Fertilizer Company
Limited
Pakistan



Usman Siddiqui
Senior HR Officer
(Recruitment)
Pakistan Petroleum
Limited



Nimra Saleem Shaikh
Human Resources Executive
Clipsal Pakistan
(Pvt) Ltd.
Pakistan



Sana Nazir
Executive HCL
Fauji Fertilizer Company
Pakistan



Ruby Aftab
Unit Head
Allied Bank Limited
Pakistan



Feroze Parveez
Unit Head Talent
Habib Metropolitan
Bank Limited
Pakistan



Syed Zeeshan Hussain
Unit Head Talent Acquisition
National bank of Pakistan
Pakistan



Qadeer Ahmad
HR Lead
CodingCops
Pakistan



Muhammad Atif
HR Lead Onboarding -
HR Services
K-Electric Limited
Pakistan



Mudassar Munir
Unit Head e-Learning
Allied Bank Limited
Pakistan



Zulfiqar Ali
Unit Manager
(Organisation Management)
Fauji Fertilizer Bin Qasim Limited
Pakistan



Asmah Urooj
Deputy Manager HR
Greenstar Social
Marketing
Pakistan



M. Naveed
Senior Manager HR
Almoiz Industries Limited
Pakistan



Rimsha Khan
Manager HR
Business Partner
Trella
Pakistan



Umair M. Ibrahim
Manager - HRBP
Health Services
Aga Khan University Hospital
Pakistan



Subayyal Ahmed
Manager HR
Dollar Industries (Pvt) Ltd.
Pakistan



Saad Ullah Khan
Human Resources &
Administration Manager
IFFCO Pakistan Pvt. Ltd.
Pakistan



Vasif Farooq
Group HR Manager
Unze London
Pakistan



Ahmed Saeed Khan
HR Manager
REIEC
Pakistan



Sadia Akbar
Manager, People Operations
Afiniti
Pakistan



Ikram Ul Haq
Manager HR
Fauji Fertilizer Company
Limited
Pakistan



Fatima Chishti
HR Manager
Samsung Electronics
Pakistan & Afghanistan
Pakistan



Ave Josephine David
Senior Manager -
People & Culture
Amadeus
Pakistan



Talha Abbasi
Senior Manager -
People & Culture
HRSG
Pakistan



Farah M. Razzaq
Senior Manager
Talent & Culture
ICAP
Pakistan



Amber Sher Ali
Human Resources Manager
ChildLife Foundation
Pakistan



Muhammad Ali
Manager HR Business
Operations
HRSG - Innovative
Business Solutions
Pakistan



Junaid Tofique
Human Resources
Manager
NCCPL
Pakistan



Nouman Ali
HR Manager
Qatar Charity
Pakistan



Monis Imran
Manager Human
Resources (Team Lead)
ONE NETWORK PVT LTD
Pakistan



SHRM Certified Professionals



PAKISTAN



Muhammad Ahsan Ullah
Manager HR Analytics and Excellence
Pakistan International Airlines



Dr. Romana Azaz
Manager HR
OBS Pharma (Private) Limited
Pakistan



Marylou Tanya D'Mello
Sr. Manager, Talent Acquisition
Artistic Milliners
Pakistan



Ali Mustafa
Manager Welfare
Bulleh Shah Packaging (Pvt.) Limited
Pakistan



Asma Sethi
Manager Talent and Culture
Gerry's dnata
Pakistan



Shaista Khan
Manager Corporate Planning
Pakistan International Airline



Hira Jawad
People and Culture Manager
Tekrowe
Pakistan



Amina Sheikh
Sr. Officer HR & OD
Bank AL Habib Limited
Pakistan



Khalid Siraj
Founder/Facilitator
Connect Consulting
Pakistan



Abdullah Saeed
Business Growth Partner -
Business Operations
Pakistan Telecommunication
Company Limited



M. Usman Sarwar
Banking Services Manager
Allied Bank Limited
Pakistan



Asra Izhar
Manger ER and D&I
Sarena Industries
Pakistan



Faraz Aziz
GM HC & Admin
DP World
Pakistan



Fatima Dossani
Assistant Manager
Diversity and Inclusion
Bank Alfalah Limited
Pakistan



Mubashir Ahmad
Deputy Manager People
Operations & Analytics
(Team Lead)
Arbisoft
Pakistan



Umair Bin Zafar
Advisor Organizational
Development
Mari Petroleum
Company Limited
Pakistan



Rana M. Idrees
DGM Logistics
PSO
Pakistan



Uzair Ejaz
Manager HR (People Team)
Samsung
Pakistan



Ammara Romel Bashir
Associate Manager HR
Allied Bank Limited
Pakistan



Tehmina Kanchwala
Deputy General
Manager HR
Ferozsons Laboratories
Limited
Pakistan



Rizwan Mahmud
General Manager HR, Admin,
IT and Security
AJCL (Pvt) Limited
Pakistan



Amber Virani
General Manager HR
GCS Pvt. Ltd
Pakistan



Nosheen Akhtar
General Manager HR
Fauji Foundation
Pakistan



Cynthia Lili Chen
Assistant Manager HR
China Power Hub Generation
Company (Pvt.) Ltd.
Pakistan



Valencia Pinto
Corporate HR Specialist
Amazon
Pakistan



Mohammad Irfan
Training and Development
Manager
Novo Nordisk
Pakistan



Salma Khan
Human Resources
Specialist
Ontex
Pakistan



Taha Ahmed Abbasi
Chief Consultant
MindMaps Consulting
Pakistan



Bakhtawar Shaikh
HRBP
Bank ALFalah
Pakistan



Naima Navaid
HRBP Plant and
Commercial
Changan
Pakistan



Bisma Shaukat Khan
Group Capability
Development Expert
MOL Group
Pakistan



Talha Bin Younas
Senior HR
Operations Analyst
PackageX
Pakistan



Izza Ali Khan
HR Professional
Pakistan



Hina Riaz
HR Professional
Pakistan



Nida Munir
HR Professional
Pakistan



Khawaja Asif Mushtaq
HR Professional
Pakistan



Tooba Malik
Consulting Partner
Crossroads Consulting
Associates
Pakistan



Umm e Zainab
People and ER Partner
Maersk
Pakistan



Arzoo Mahmood Alam
People Development
Consultant
Undisclosed
Pakistan



Sidrah Nagi
Benefits Assistant
United Nations
Pakistan



A man with white hair and glasses, wearing a dark suit and a patterned tie, is speaking at a podium. A microphone is positioned in front of him. The background is slightly blurred, showing what appears to be a banner or screen with some text.

Diversity Hub

Global DEI Benchmarks Assessment & Awards

The Global DEI Benchmarks (GDEIB) Awards, hosted annually by HR Metrics, recognize organizations that align their diversity, equity, and inclusion (DEI) strategies with global standards using the GDEIB framework. Organizations submit nominations showcasing their DEI initiatives, which are evaluated across 15 categories to assess integration and impact. This platform not only honors DEI leadership but also fosters a global learning environment, encouraging knowledge sharing and inspiring inclusive, sustainable practices.

Diversity Hub

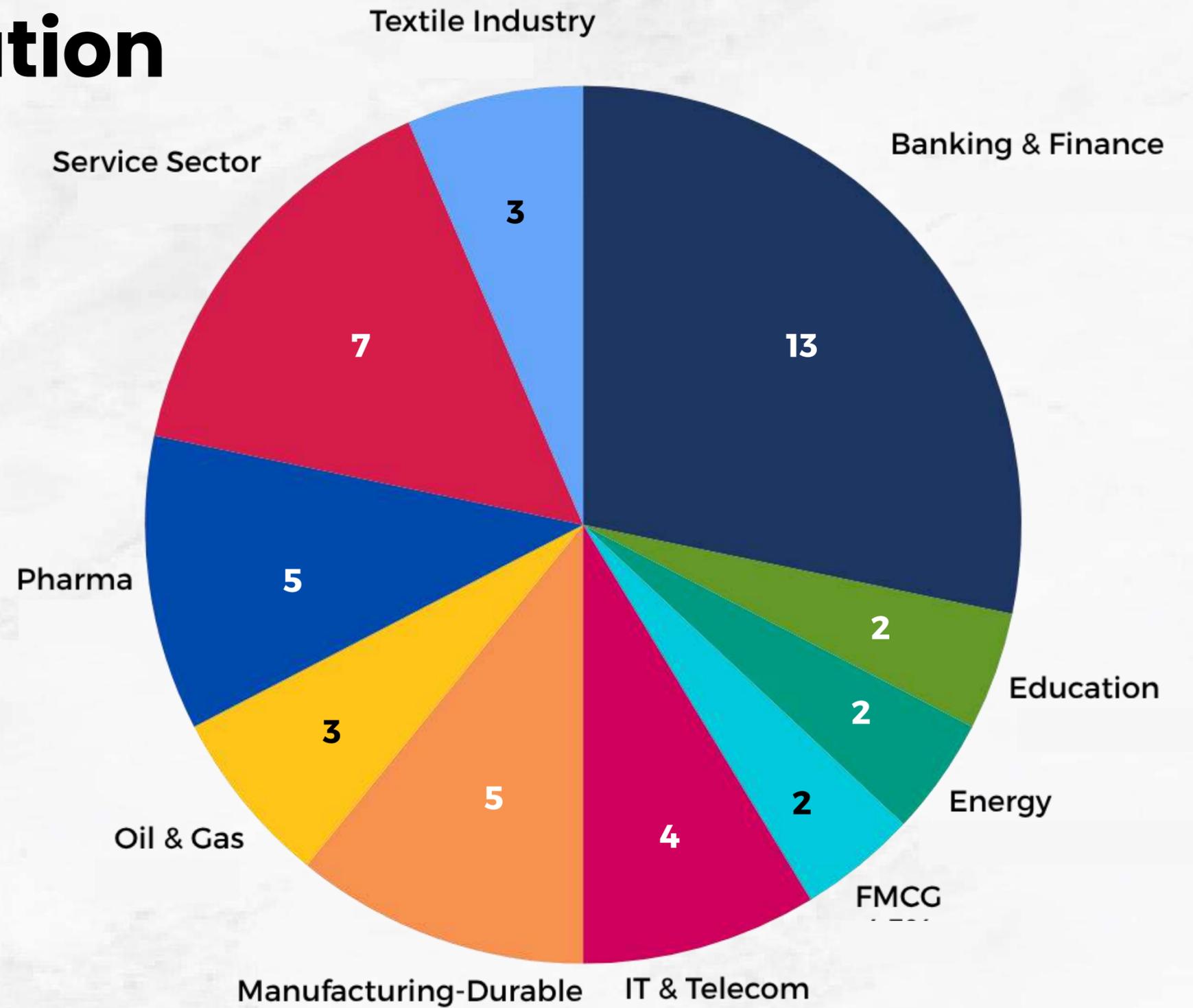
Woman Leaders For Boards (WLB)

Women Leaders for Boards (WLB) is a national initiative led by Diversity Hub–HR Metrics to identify, connect, and promote high-caliber women leaders for board and senior leadership roles in Pakistan. WLB offers a transparent platform—now digitized through a dedicated e-portal—that encourages women to aspire to board positions by showcasing their capabilities through a curated online directory. The portal enables seamless profile submissions, reviews, and updates, ensuring accessibility and credibility. The initiative builds a pipeline of board-ready women by supporting leadership development, enabling peer learning, and raising awareness about the economic and social value of gender diversity.



Through this effort, WLB aims to advance inclusive governance and contribute to Pakistan's progress on gender equality and sustainable development.

Industries Representation in GDEIB Awards



Award Winning Companies 2025

HBL

HBL MICROFINANCE BANK
مائيكرو فنانيس بينك

HABIBMETRO



Soneri Bank

Jubilee
LIFE INSURANCE

engro fertilizers

Martin Dow
Creating Distinction for Life

novo nordisk



ABACUS

METRO
Allied Bank

DVAGO
Pharmacy & Wellness Experts

Works Better.

PTC
PAKISTAN TOBACCO
COMPANY

faysalbank

foodpanda

AGP
we value life

engro polymer & chemicals

MobilinkBank
MICROFINANCE

standard chartered

TPL Corp

آغا خان يونيورسٹی
THE AGA KHAN UNIVERSITY

JS BANK

KE

المشرق
mashreq
Rise every day

HRSG

BAYER

MILLENNIUM
EDUCATION

engro vopak terminal
Pakistan Petroleum Limited

Fatima Group

BAT
GLOBAL BUSINESS
SOLUTIONS

MARI
ENERGIES

Pakistan Kuwait Investment Company (Private) Limited
الشركة الباكستانية الكويتية للاستثمار (الخاصة) المحدودة
Pak Kuwait A joint venture between the Governments of Pakistan and Kuwait

YUNUS
Textiles for a BETTER life

iTecknologi
Group of Companies

KAY & EMMS (PVT) LTD

LIBERTY

JAFFER
Inspiring Growth
Transforming Lives

DESCON

engro energy

PSO
Pakistan State Oil

Award Winning Companies Past



About CEO HR Metrics

Zahid Mubarik is a globally recognized thought leader in human capital analytics, diversity, and inclusion. He serves as the SHRM Partner for Pakistan and is a founding member of ISO's Technical Committee 260, responsible for developing global HR standards. As Global Chair of the ISO Working Group on HR Metrics, he led the development of ISO 30410 (Impact of Hire) and ISO 30411 (Quality of Hire) and contributed to ISO 30414 on human capital reporting. Zahid has facilitated the certification of over 950 professionals worldwide on ISO 30414, with a strong footprint in Japan, including collaboration with HC Produce Inc. Tokyo to certify local companies. He has spoken at leading international forums in Las Vegas, Beijing, Moscow, Baku, Hanoi, Dubai, and Abu Dhabi, and his work has been featured in outlets such as CNBC, DAWN, Business Recorder, and the World Bank's Microfinance Gateway.



Zahid Mubarik
SHRM-SCP, GPHR, SPHRi

President SHRM Forum Pakistan
SHRM Partner Pakistan
Founding Member ISO Geneva Technical
Committee 260 for HR Standards
Former Member Pakistan Stock Exchange ESG
Task Force



Contact Us



www.thehrmetrics.com



info@thehrmetrics.com



+92 333 1592246