



Yasmeen Saad

Human Resources Management Advisor- Founder

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Yasmeen Saad is the founder and General Manager at Xperience Consulting, bringing over 17 years of global HR experience spanning the MENA, GCC, and local markets. Yasmeen plays a pivotal role in setting the strategic direction of the company and managing its day-to-day operations, ensuring sustained growth and organizational excellence.

Yasmeen is a seasoned Human Resources Director specializing in global mobility and comprehensive HR management, covering recruitment, training, performance evaluation, employee relations, and organizational development. Her expertise in HR functions enables effective alignment of human capital with strategic business objectives, fostering a productive and engaged workforce.

Beyond her strategic and operational responsibilities, Yasmeen is a distinguished senior trainer and coach, developing and delivering impactful training programs aimed at enhancing employee performance and skill development. Her coaching and mentoring skills significantly contribute to the professional growth of individuals and teams. Yasmeen's proficiency extends to public relations, where she actively manages the company's external communications and reputation, cultivating strong client relationships and driving business expansion.

Throughout her career, Yasmeen has demonstrated notable expertise in human capital development, compensation and benefits, recruitment and selection, global mobility, regulatory compliance, and vendor management. She has effectively managed global recruitment processes, designed comprehensive compensation packages, and implemented HR operational best practices across diverse international contexts.

In addition, Yasmeen excels in organizational and staff competency development, data analysis, process optimization, project management, and change management. She has successfully created and implemented company-wide learning strategies, evaluated development needs, and managed extensive training budgets and specialists.

Yasmeen's extensive portfolio includes delivering training and support for global staff onboarding, operational excellence through standardized SOPs, and hands-on involvement in managing KPIs and performance evaluations. Her deep technical and managerial expertise has significantly contributed to Xperience Consulting's sustained success and growth in international markets.