

PATRICK GEO SUBHASH



CONTACTS

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KEY SKILLS

- + Talent Acquisition
- + On-Boarding
- + Employee Relations
- + Employee Engagement
- + Performance Management
- + Organizational Restructuring
- + HR Management
- + HR Reporting
- + Project Management
- + Grievance Handling
- + HR Systems Implementation
- + Stakeholder Management
- + People Management
- + Decision Making
- + Problem Solving
- + Disciplinary Processes
- + Data Visualization
- + Lead Generation
- + Microsoft Office
- + MS Word
- + MS Excel
- + MS Powerpoint

EDUCATION

CSI Bishop Appaswamy College of Arts & Science, India

Bachelors in Hotel Management & Catering Science (2005)

PERSONAL INFO

Age: 36 years

Holder of Indian Passport P7090247, valid till 2026

Driving license from India and UAE (Motorcycle and Light Motor Vehicle)

Languages: English, Hindi, Malayalam

EXECUTIVE PROFILE

A management professional with 15+ years of experience, of which the last 5 have been in the domain of HR management. Possessing core competencies in business support, recruitment management, performance management, employee engagement, HR reporting, UAE labour law, analytics and performance management. Seeking a position to contribute twin benefits of acquired expertise and industry know-how to catalyze organizational excellence.

WORK EXPERIENCE

HR Business Partner

February 2023 - Present

Gulf Marketing Group (GMG), Dubai, UAE

Achievements:

- Smooth transition/migration of employees and data from aswaaq to GMG post company acquisition within 2 months
- Salary alignment exercise completed with 96% retention rate.
- Accurate Employee system mapping

Key Responsibilities

- Data migration of employee files and integration into new HRMS
- Expanded scope of HR responsibilities to include Geant, Monoprix, Franprix and aswaaq supermarkets
- Managing end-to-end HR operations for over 1800 employees across 42 stores located across Dubai.
- Coordination and Support to other business unit stakeholders (Government relations, Legal & Finance etc.) in various HR functions.

HR Business Partner

September 2018 - Present

aswaaq LLC, Dubai, UAE

Awards:

- Covid-19 volunteer recognized by the organization and provided with certificate of appreciation
- Certificate of appreciation for contribution towards the achievement in DSES - Best Service Performance Brand Award 2022
- Winner of the 2022 ICD Happiness Award for being Most Consistent in Spreading Happiness

Achievements:

- Hired 522 employees in retail over 4 years, 57 key and leading positions across the organization with 83% success rate of recruitment and 97% success rate with probation confirmations.
- Successfully recruited 16 UAE nationals, including 12 in 2021.
- Handled inclusive hiring by recruiting 2 Persons of Determination into the organization.
- Key contributor towards winning the MRM award (Mohammed Bin Rashid Al Maktoum (MRM) Business Award) by Dubai Chamber of Commerce
- Worked on Salary-grade implementation across the organization in alignment to related market study
- Drove various business transformation initiatives during COVID like work from home, temporary hiring, accommodation and transportation stud;

Key Responsibilities:

- Managing end-to-end HR operations for over 700 employees across various divisions in Head Office and 20 stores located across Dubai.
- Supporting 3 subsidiaries in various HR functions aswaaq Properties LLC, Tamraat General Trading LLC) and aswaaq Retail LLC.
- Supervising a team of 6 as well as the Payroll, Recruitment, Administrative, PRO service, Training & Development functions.
- Overseeing all elements of the employee lifecycle and providing support to key stakeholders across different departments on the same.
- Formulating the succession planning structure with the Line Manager and achieving all envisaged milestones.
- Ensuring business continuity on all matters pertaining to the HR function, monitoring QHSE protocols.
- Assisting in devising operational metrics spanning across defining KPIs, drafting JDs, SLAs and communicating the same to stakeholders.

HR Generalist

aswaaq LLC, Dubai, UAE

Achievements:

- Devised HR policies and manuals to standardize the organization's HR architecture. Increased efficiency by 80%.
- Designed the organization wide competency framework and assessment tools to measure competence of candidates.
- Benchmarked the compensation structure with industry estimates and provided recommendations for pay parity.
- Created and implemented the online performance management systems to support a performance driven culture.
- Conceived and implemented a scientific system of job analysis. Ensured job-fitment of 100%.

Key Responsibilities:

- Handled end to end recruitment process including-organizing interviews with hiring managers/SMEs/BU heads and managing new employee orientation and on boarding.
- Developed and recommended suitable competence tests and personal profile tests for various positions to be approved and implemented by the Line Manager.
- Recommended a proposed grading structure to decide benefits and entitlements for job roles and standardized benefits across location. Successfully rolled out the same across all locations to build employee retention.
- Attended operations review meetings to understand business concerns and recommend HRD measures to eliminate concerns.
- Assumed the role of Audit Coordinator for the department to assist and carryout all audits smoothly.
- Monitored progress on Emiratization indices and reported on progress to the senior management.

Assistant Projects Manager

September 2014 - September 2017

3S Lighting Solutions, Dubai, UAE

Achievements:

- Achieved sales of more than AED 500,000 through completed projects like The Opus Tower – Dubai, Al Wasl & Jumeriah Bridges – Dubai and other street lighting projects
- Traveled within the GCC to provide product awareness and to increase sales.

Key Responsibilities:

- Rendered sales and marketing support for the company, managed all commercial elements, handled prospecting and ensured expansion of the business across key service categories.
- Conducted meetings and product presentations for various clients, architectural firms and lighting designers.
- Provided technical support, testing and commissioning of installed fixtures.
- Organized multiple exhibitions across the UAE & Qatar to showcase the manufacturers and their products.

Recruitment Assistant
Higher College of Technology, Abu Dhabi, UAE

June 2012 - July 2014

Achievement:

- Created a worksheet to facilitate the salary calculation process.

Key Responsibilities:

- First line of contact and response for all queries from candidates through the HR Recruit website.
- Represented the Higher Colleges of Technology at Career Fairs. Encouraged UAE national candidates to apply for vacancies by explaining the process, positions and ensured their questions are answered.
- Verified candidate profiles to ensure the information is updated and accurate and that the attached interview video is in the suitable format for management to view. Created profiles and apply on behalf of high profile candidates.
- Created new hire offer packages complete with the required forms and information packages, ensured the required documents are received by the college HROs and that the candidate files are created and maintained.
- Involved in the modification and uploading of job descriptions.

PRIOR WORK EXPERIENCE

- Duty Manager, The Paul Hotels & Resorts, Bangalore, India
- Guest Service Associate, Kumarakom Lake Resort, Kerala, India

May 2009 - October 2011
September 2007 - May 2009