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ORGANISATION SKILL

Effective Communication
Project Management
Decision Making
Time Management
Process Optimization
Stakeholder Management
Customer Support
Gap Analysis

TECHNICAL SKILLS

LMS / LXP, PMS
Data Analysis
CRM
MS Office
HR Digitization

EDUCATION

BBA – Preston University
(Kohat, Pakistan)

HSSC – Pakistan Academy
(Dubai, UAE)

MAHAMMAD FARUQ

Strategic HR Leadership | Learning & Development | e-Learning and LMS/LXP Specialist |
Call Center Operations | Performance Management | HR Expert | Retail Banking

PROFESSIONAL SUMMARY

Dynamic Learning & Development Program Manager with over ten years of experience in strategic HR leadership, specializing in impactful talent development programs. Known for a data-driven approach to performance management and HR digitization. I have successfully established two call centers and implemented LMS/LXP platforms and e-learning solutions aligned with organizational goals for over 1,000 staff members.

My expertise in identifying skill gaps and developing strategic learning initiatives has significantly enhanced employee engagement and retention across global teams. Adept at collaborating with senior stakeholders, I foster a culture of continuous learning and innovation, ensuring employees are equipped with the necessary skills for a rapidly evolving environment.

CAREER HIGHLIGHTS

- Integrated data-driven **performance management** strategies into training programs, resulting in a 25% increase in employee engagement scores (2023).
- Awarded "**Excellence in Innovation in L&D Practices**" by Disprz (2023).
- Recognized as **Best Manager** of UAE Nationals Customer Support Team (2022).
- Launched "**Just A Minute**" educational platform for business product knowledge (2022).
- Implemented "**ALFA Academy**" LMS, enhancing training efficiency & unlocking access to learning data metrics, leading to a 30% improvement in training completion rates (2021).
- **Branded and designed** the AFEX User Guide & Online Recruitment Assessments (2020).
- Established the UAE Nationals **Outbound Call Centre** in collaboration with the Ministry of Human Resources & Emiratization (2019).
- Designed **PRO Management System** for tracking and preventing financial frauds (2018).
- Implemented **leadership pathway programs**, resulting in a 20% increase in internal promotions (2015-17).

COURSES

- Advanced AML – **Allied Compliance Consultant** [2019]
- Sense of Security, Cyber Attacks and Frauds (**FERG and Dubai Police, UAE**) [2017]
- The Skills Leadership – **Ron Kaufman** [2016]
- Business Continuity Awareness Program (**CBD**) [2010]
- Managerial & Supervisory Skills (**ENSYAB**) [2010]
- Handling Frustrated / Hatred Customers (**NBD**) [2002]

CERTIFICATIONS

- **Train The Trainer** (Disprz, Dubai)
- **Resident Trainer** (Abu Dhabi Centre of Technical & Vocation Education & Training)
- **AML & CTF, for Senior Managers** (Crowe) [2023]
- **Health and Safety Measures** (HNI) [2021]
- **Security and Self Defense Techniques** (HNI) [2021]

PROFESSIONAL EXPERIENCE



Al Fardan Exchange

Manager - Learning and Performance Management

Dubai, UAE

Oct 2021 — Present

- Enhanced the Learning and Development department by incorporating performance management strategies into training initiatives, leading to a 25% boost in employee engagement scores and a 10% improvement in retention rates.
- Introduced competency based performance management framework, which included goal setting, coaching and feedback to support employee growth and development in line with organizational and stakeholder goals.
- Managed integration of “ALFA Academy” learning management system (LMS) to consolidate training resources, HR digitization to simplify admin tasks processes, and unlocking access to employee development data for data-driven decision-making.
- Execution of a leadership development initiative to nurture a pool of high-potential talent for succession planning, resulting in a 20% increase in internal promotions to leadership positions.

Training Manager

Jan 2014 — Sep 2021

- Execution of comprehensive and inclusive training programs for large teams (100+) through e-Learning (digital learning), resulting in a 20% increase in employee satisfaction and a 15% improvement in productivity.
- Managed a team of trainers (UAE nationals) to conduct interactive training sessions, workshops and e-learning modules, resulting in a 30% reduction in on-boarding time for new hires.
- Established and maintained relationships with third-party training vendors and educational institutions to support internal training efforts, ensuring access to state-of-the-art learning resources.
- Conducted regular training needs assessments, psychometric testing and evaluation systems to identify skill gaps and development opportunities, leading to data-driven tailored training programs that aligned with organizational goals and strategic priorities of stakeholders.



Commercial Bank of Dubai

Senior Officer Card Operations, Authorizations, Frauds and Risk

Dubai, UAE

Jul 2007 — Jan 2011

- Managed all card-related operations, including authorizations & risk assessments, ensuring seamless and secure transaction processing.
- Investigated and resolved customer inquiries, complaints, and disputes related to card operations, maintaining high levels of customer satisfaction and retention.
- Conducted periodic reviews of card operations, analyzing data and trends to detect potential frauds and assess associated risks, leading to proactive risk mitigation measures.
- Coordinated with internal and external stakeholders to implement fraud prevention strategies, fostering collaboration and alignment of efforts.



The National Bank of Dubai

Senior Banking Associate (Branch)

Dubai, UAE

Jan 2007 — Jul 2007

- Provided exceptional customer service while handling high volume of inbound calls, addressing inquiries, resolving issues and assisting customers with various banking products and services, maintaining a satisfaction rate of over 90%.
- Proactively identified opportunities to up-sell and cross-sell banking products and services based on customer needs and preferences, contributing to a 20% increase in revenue generation.
- Maintained accurate records of customer interactions, inquiries and resolutions using CRM systems, generating reports and insights to identify trends, improve service quality & drive operational excellence within call centre, resulting in a 25% reduction in average call handling time.

Officer - Call Centre

Feb 1996 — Dec 2006

- Lead teams to deliver exceptional customer experiences, driving continuous improvement and implementing technology enhancements aligned with business goals.
- Manage comprehensive call center operations including recruitment, training, performance evaluation, SLA management, workforce planning, and resolution of escalated cases.
- Lead multi-territory teams, exceeding performance targets, fostering a high-performance culture through coaching, and leveraging data-driven insights for strategic operational planning.
- Drive ongoing process improvements, incentivize teams, ensure alignment with brand initiatives and business objectives and utilize strong computer literacy and digital tools for enhanced operational efficiency and customer satisfaction.