ARIBA FARIDI

Organizational Development | Learning & Capability Development | Talent Management

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KSA resident (Riyadh) • Immediately available • Languages: English (fluent), Urdu (fluent), Arabic (basic)

PROFILE

Human capital leader with **9+ years** across Organizational Development, Learning & Development, and Talent Management in large, complex enterprises — most recently **Deputy General Manager – OD** at **Pakistan's largest integrated power utility** (13,000+ employees). Proven at enterprise-scale capability building: competency frameworks and success profiles on SAP SuccessFactors, 9-box succession pipelines, AI-powered psychometric assessment, executive coaching programs, and L&D strategies delivering 13,000+ learning opportunities per year. Certified Master Trainer (TTT, Carnelian) and Mercer-trained Job Evaluation Expert. Now based in Riyadh and seeking to bring enterprise OD, talent and capability-development expertise to organizations undergoing transformation in Saudi Arabia.

CORE COMPETENCIES

Learning & Development Strategy • Organizational Development • Talent Management & Succession Planning • Competency Frameworks & Success Profiles • Leadership Development & Executive Coaching • Performance Management (SAP SuccessFactors PMGM) • LMS & HR Digitalization • Psychometric & 360° Assessments • Workforce Capability Development & Analytics • DEI & Culture Transformation • Train-the-Trainer / Master Trainer Delivery • AI Upskilling & Prompt Engineering Training • Saudi Labour Law (currently studying)

PROFESSIONAL EXPERIENCE

Deputy General Manager – Organizational Development Apr 2026 – Jul 2026
K-Electric Ltd., Karachi, Pakistan
Pakistan's largest vertically integrated power utility — 3.7M+ customers, 13,000+ employees

- Promoted to lead the enterprise OD function and team, owning talent management and performance strategy across the organization.
- Managed the end-to-end year-end appraisal cycle for 3,000+ management employees on SAP SuccessFactors PMGM — leadership calibration, rating distribution, and business-partner alignment.
- Launched an AI-powered psychometric assessment mapped to the corporate competency framework, enabling objective identification of top talent.
- Planned psychometric evaluation of 1,100+ employees using 9-box methodology to build succession pipelines for critical roles.
- Delivered one-on-one executive coaching interventions for 10+ C-suite leaders in partnership with external coaching firms.
- Built an enterprise competency library (core, functional, behavioral) and 'Success Profiles' for all Manager-to-Director roles, integrated into SuccessFactors for data-backed talent decisions.
- Partnered with a technology vendor to design and deploy an automated end-to-end Performance & Learning Management System for officer-level staff.

Manager – Learning & Development (HR Center of Excellence) Oct 2023 – Mar 2026
K-Electric Ltd., Karachi, Pakistan

- Owned the enterprise L&D strategy and annual budget of PKR 100M+ (~USD 360K); delivered a 26% increase in organizational learning hours within a flat budget.
- Facilitated 13,000+ learning opportunities in FY25, training 4,000+ employees with a 60% average measured impact; achieved 96% impact on targeted leadership coaching.
- Pioneered the company's AI upskilling program as SME — trained 150+ employees on prompt engineering, business use cases, and responsible/ethical AI.
- Designed functional competency frameworks, system-based assessments, and success profiles for GM+ roles to drive succession and strategic talent development.
- Led a departmental climate study and built a 3-year capability and culture roadmap from the findings.
- Conducted a joint research study with the World Bank measuring the impact of unconscious-bias training across trained vs. untrained cohorts.
- Implemented a learning analytics dashboard tracking L&D KPIs for data-driven decisions; developed e-learning modules and blended (classroom + digital) delivery.

- Designed DEI learning initiatives including sensitization sessions and a structured women's mentor–mentee program; managed the in-house KE Master Trainer program.

Visiting Faculty – Strategic Human Resource Management (MBA) Sep 2025 – Jun 2026
SZABIST University, Karachi, Pakistan (part-time)

- Delivered Strategic Human Resource Management to MBA students, translating contemporary HR strategy and organizational practices into applied learning, case discussions and industry-based insights.

Manager – Talent & Culture (leading HRBP, Talent, L&OD, Rewards) Jan 2022 – Oct 2023
Alkaram Studio (Retail Division, Alkaram Textile Mills), Karachi, Pakistan

- Led functional and regional HRBP teams; managed the annual performance cycle for 2,000+ employees and executed a pay-for-performance bonus model.
- Delivered 360° leadership assessments (CXO to DGM) with actionable development plans; ran yearly potential evaluations, IDPs, and succession plans.
- Implemented the company's first L&D curriculum and LMS; automated recruitment, payroll, and performance on HRIS.
- Raised gender diversity by ~37% over two years and launched 'Aghaaz', an inclusion initiative for persons with disabilities.
- Launched an e-orientation module cutting onboarding time by 75% (4 hours to 1).

HR Business Partner Sep 2021 – Jan 2022
Getz Pharma (Pvt.) Ltd., Karachi, Pakistan
Pakistan's largest local pharmaceutical company

- Partnered with business leadership on workforce planning, talent acquisition, performance management and employee lifecycle priorities for a key business unit, aligning people decisions with evolving business needs.
- Advised senior stakeholders on talent and people matters, contributing to talent management and retention priorities.
- Identified capability gaps and designed targeted learning interventions to support employee development and functional capability building.

HR Business Partner / HR Generalist Jun 2019 – Sep 2021
Alkaram Studio (Retail Division), Karachi, Pakistan

- Managed the end-to-end employee lifecycle; designed competency-based job profiles and interview frameworks; automated the performance cycle on HRIS; launched the company's first HR newsletter and reward & recognition programs.
- Supported Learning & Organizational Development initiatives and helped plan and implement organization-wide COVID-19 safety and employee support measures, including the first work-from-home arrangement in the retail industry, ensuring effective communication and operational continuity.

HRBP / Senior Executive HR 2018 – 2019
CHS Pakistan Pvt. Ltd. (Community Health Solutions)

- Managed core HR operations across the employee lifecycle, including onboarding, performance appraisals and offboarding.
- Conducted training needs analysis (TNA), delivered employee training and evaluated learning effectiveness.
- Managed employee benefits administration, including EOBI, health and life insurance, and leave management.

Earlier Career

- HR / Recruitment Officer, Hashmanis Group of Hospitals (2018)
- HR Internships, Hashmanis & Dr. Essa Laboratory (2017)

EDUCATION

- **MBA – Human Resource Management** — SZABIST, Karachi | GPA 3.75/4.0, Chancellor's Honor List
- **Bachelor of Science** — SZABIST, Karachi

CERTIFICATIONS

- **Certified Master Trainer** — Train the Trainer (TTT), Carnelian, 2025
- **Job Evaluation Expert** — Mercer JE Trained, 2025
- **Internal SME & Program Lead – AI in the Workplace** — K-Electric AI upskilling initiative (150+ employees trained)