

HCDMena

Human Capital Development Mena LTD



HCDMena®

www.hcdmena.com



ABOUT US

HCDMena



www.hcdmena.com

HCDMena is a UK-based company with an operating branch in Jordan, Iraq and Local partners in the GCC, Yemen and Palestine. We have established numerous partnerships in these regions. HCDMena operates as a boutique house specializing in Human Capital Development, Consultancy Services, Training Services, Recruitment Services and Organizational Development.

As a progressive enterprise, we operate across a wide range of industries. Our multidisciplinary and innovative team collaborates to create bold strategies and tailored solutions that meet the specific needs of our clients. By enabling them to seize opportunities, we empower our clients to achieve success in their respective fields.

OUR VISION

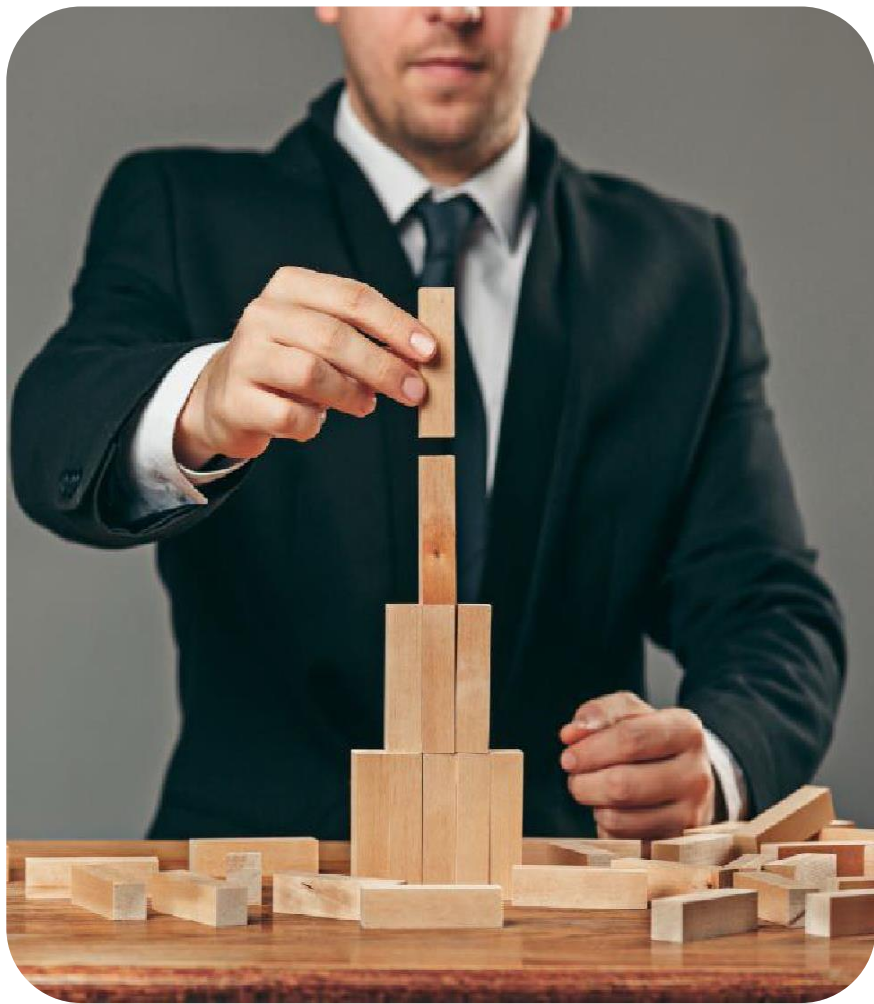
Our ambition is to become a meticulous and well-recognized brand that is known for the quality of service and integrity of our relations.

OUR MISSION

To provide expertise drawn from the experience of leading international companies, which will turn distinguish us as the «Go-To» experts in Operational and Strategic support.

We value our personnel and believe that our culture is based on mutual respect and trust. Moreover, we promote collegiality, innovation and creativity.

OUR VALUES



Excellence

Positivity

Value Proposition

Leadership

Integrity

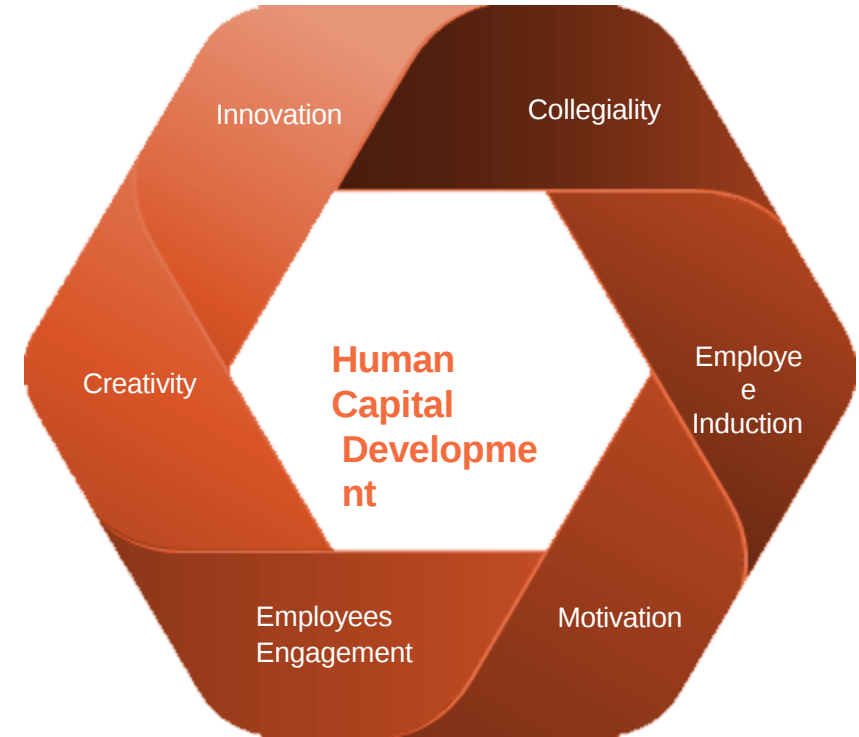
WHAT WE DO



We realize that businesses encounter an ever-changing marketplace, where traditional inter-departmental boundaries no longer exist; Everyone must work within partnerships to uphold a motivated and productive culture.

We believe that acknowledging and adapting to this cultural shift is essential to ensure business success, in both, the private and public sectors.

Classical jobs as they are today are changing; People need to be up-to-date with these changes the continuous learning and developing process.



LEADERSHIP DEVELOPMENT

Leadership development happens throughout employees' professional lifecycle. Traditionally, employees acquire a variety of experiences as work-related needs arise, these work experiences shape employees' understanding of work operations and increase their confidence to effectively handle the ever-growing levels of complexity.

When employees have demonstrated a high level of competence in a wide range of challenging work functions and situations, they are moved into leadership positions.

This experience-based approach to leadership development has shown to be very effective; however, it can be improved through the implementation of a more structured and guided



ORGANIZATIONAL EFFECTIVENESS

The main purpose of Organizational Effectiveness is to guarantee that end results are being achieved.

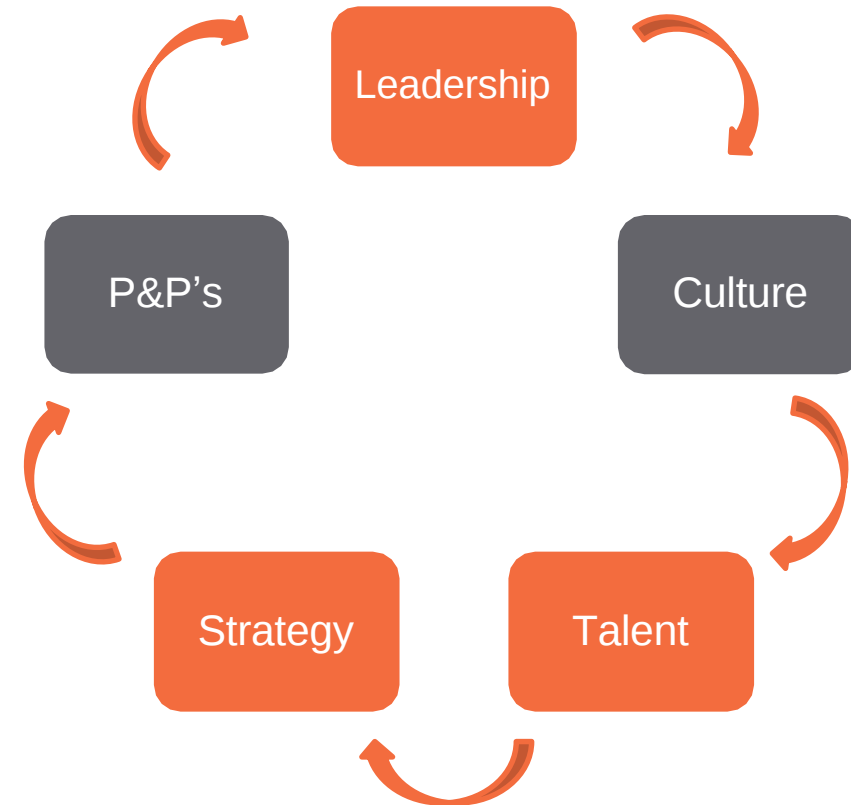
Effectiveness in this sense links three key pillars of the organization: Culture, Human Capital and Infrastructure. HCDMena is an expert in identifying areas of organizational excellence and taking the business from Good-to-Great following one of the 4 approaches mentioned below.

The Goal Approach

The System Resource Approach

The Strategic Constituency Approach

The Process Approach



ORGANIZATIONAL DEVELOPMENT

Organization Development (OD) is fundamentally the infrastructure of the organization that enables it to work systematically.

This infrastructure must reflect the vision, mission, and values of the organization.

Moreover, it represents the benchmark of cultural performance.

This concept's primary emphasis is based on the relationships between individuals and groups so that there is cooperation and synergy between them to work together in harmony to ensure the progress of the organization.



CULTURAL INTEGRATION

At HCDMena, we realize that globalization today is changing the world into one small village.

Cultural sensitivity is becoming a concern as people from different backgrounds are required to work together in one workplace.

We understand that the real challenge resides in the fact that people are expected to adapt to the corporate culture in the workplace and at the same time maintaining their cultural identity. HCDMena manage Cultural Integration in different methods and at different levels.

We design programs to help people transition into their new corporate culture and live the values of their organization.



Change
mgt.

Corporate
Values

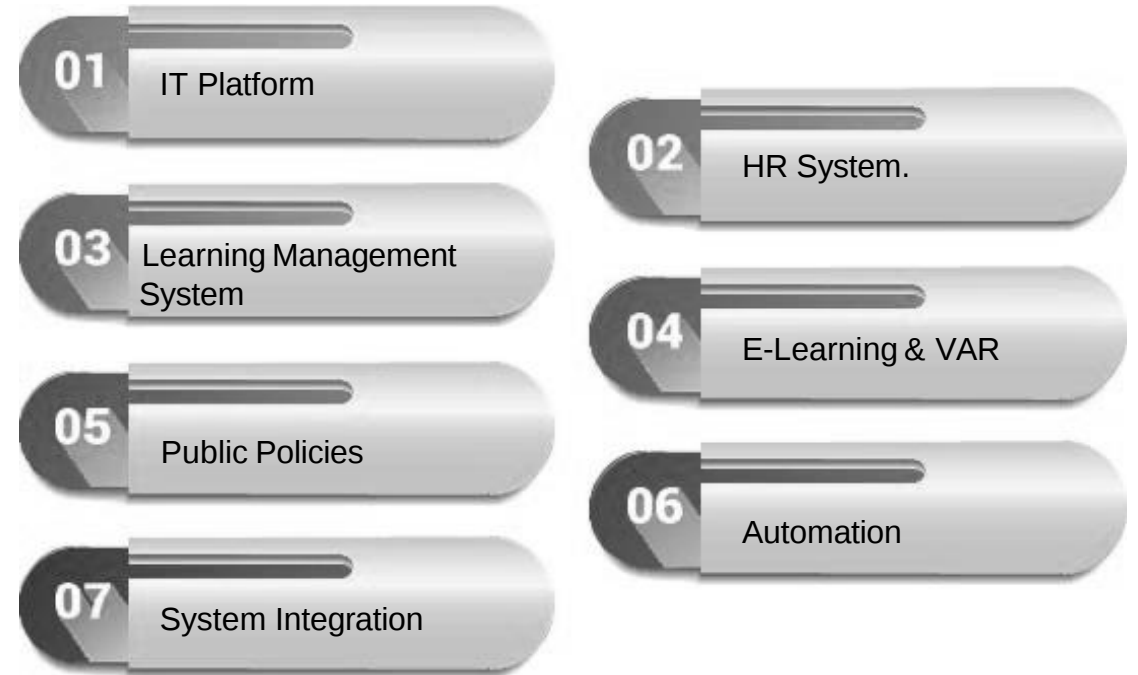
Diversity
mgt.

SYSTEM DEVELOPMENT

The process of creating and maintaining information systems is called systems development or systems analysis and design. This diagram shows that it involves all five components of an information system. In addition to technical knowledge, it requires business knowledge and management skill.

We help our clients assessing, developing and integrating their systems. We provide support to our clients in transformation into automation and paperless environment.

We help our community in proposing and introducing public policies that aim at enhancing our corporate contribution and responsibilities towards people in our community.

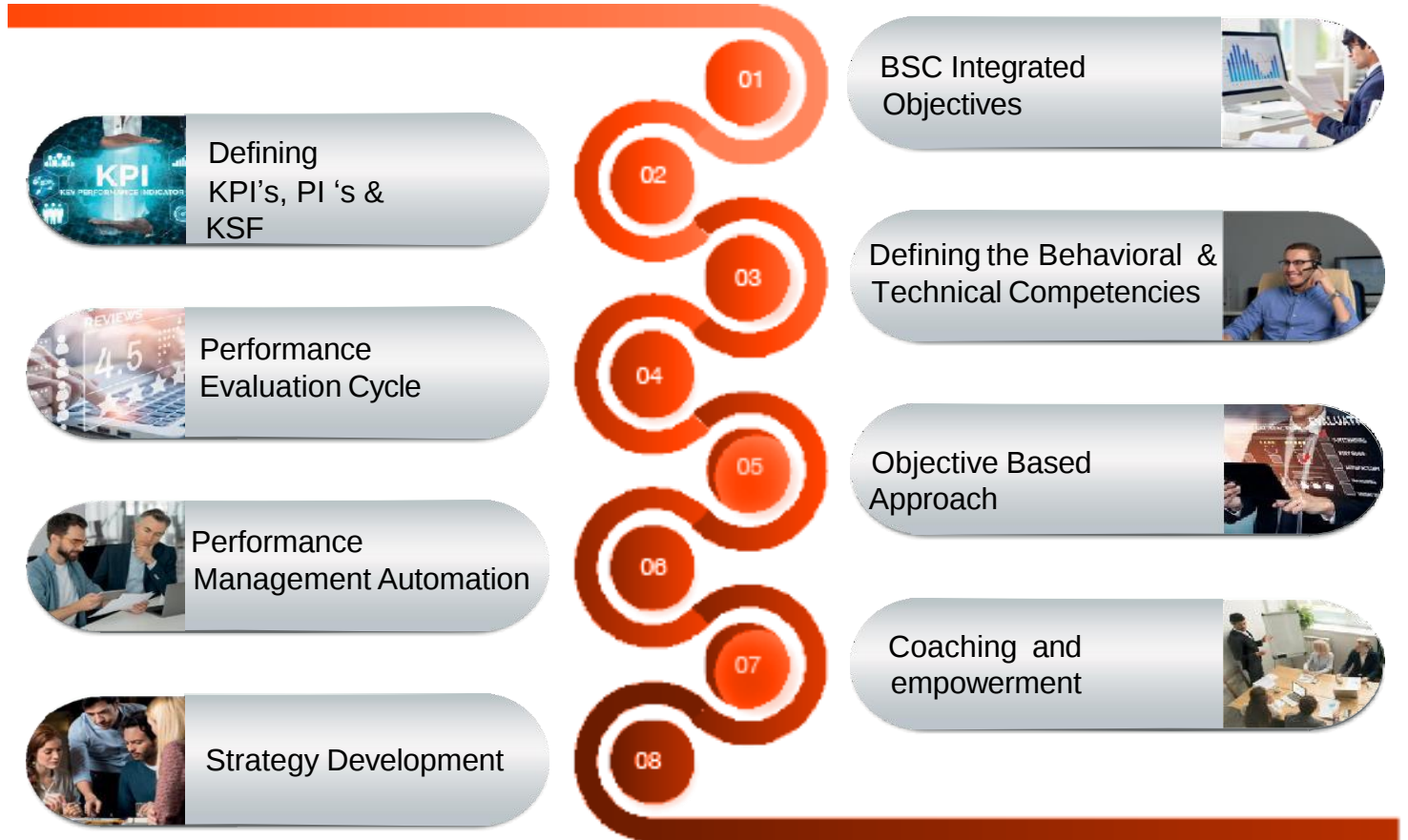


PERFORMANCE MANAGEMENT

Performance Management is increasingly becoming a decisive factor in managing productivity at work. Hence, it contributes to the success of the business.

In today's competitive world, using resources efficiently is not a luxury anymore; Performance management tools will help companies align business strategic and operational objectives to individual ones.

At HCDMena, we take our clients through the whole journey of performance management, and we ensure they enjoy the process and minimize any unexpected challenges.



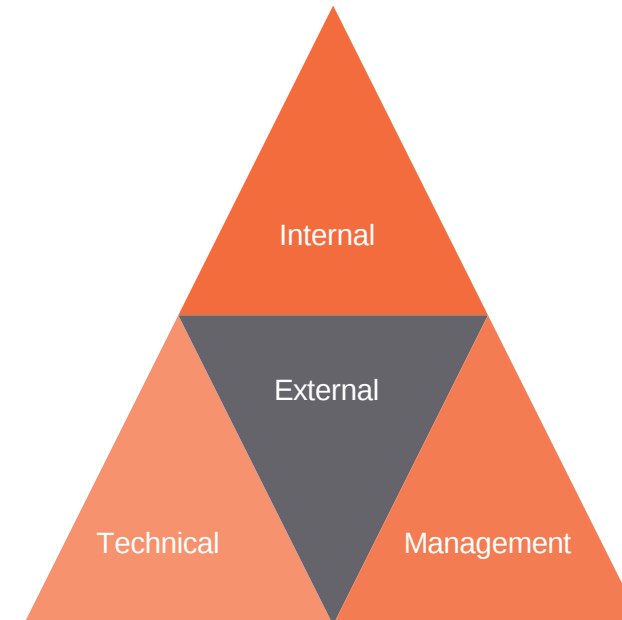
RECRUITMENT

At HCDMena, we realize that recruitment and selection are two important functions of human resource management. The purpose of recruitment is to identify the suitable workforce to meet the job requirements.

Our services include finding and developing prospective employees and attracting them to apply for jobs in an organization.

Furthermore, we provide support in the selection process and finding out the qualified candidate for the job.

We facilitate acquiring the number and the types of people necessary to ensure continuous operations of the organizations. Thus, recruitment acts as a link in bringing together those who offer jobs and the ones seeking them.



TRAINING IN HCDMENA

About HCDMena Training

At HCDMENA, we believe that training is the true investment in human capital, which is one of the most important components of institutional success and sustainability.

Organizations that recognize the value of developing their staff are those capable of keeping pace with change and adapting to future challenges with confidence and efficiency.

We view training as a comprehensive development journey that goes beyond simply transferring knowledge to building skills, refining behaviors, and fostering creative and leadership thinking among individuals. From this perspective, we work to design and implement high-quality training programs based on precise needs analysis and delivered using modern, interactive methods that ensure tangible results at the individual and institutional performance levels.

At HCDMENA, we see human capital development not as an option but as a strategic necessity that enables organizations to achieve their visions and goals efficiently and effectively, making training the cornerstone of building a work environment capable of innovation and sustainable growth.



SERVICES OFFERED BY THE TRAINING DEPARTMENT

HCDMENA offers an integrated package of training services and activities designed to meet the needs of both institutions and individuals, through:

- ✓ Specialized Short Courses that focus on developing modern technical and administrative skills.
- ✓ Professional Diplomas are accredited locally and internationally and are designed according to labor market requirements.
- ✓ Training Consultations for Institutions, which include preparing annual plans, needs analysis, and evaluating the impact of training.
- ✓ Execution of Institutional Training Plans in cooperation with companies and providing specialized trainers and experts.
- ✓ End-to-End Management of Training Programs (planning, organization, follow-up, and evaluation).
- ✓ Designing Capacity Building Programs aimed at administrative, medical, educational, and other personnel.
- ✓ Leadership Development Programs and preparing the second tier of leadership to ensure the sustainability of institutional performance.
- ✓ Practical and Interactive Workshops that focus on hands-on practice and transferring real-world experience.
- ✓ Post-Training Evaluation and Follow-up Services to measure the improvement in performance and the achievement of training objectives.



THE TRAINING COURSES AT HCDMENA VARY ACROSS THE FOLLOWING FIELDS

Personal & Behavioral Skills

- ✓ Effective Communication and Interpersonal Skills.
- ✓ Emotional Intelligence in the Workplace.
- ✓ Customer Service and Excellence in Dealing.
- ✓ Presentation and Public Speaking Skills.
- ✓ Stress Management and Working within a Team.

Quality & Institutional Excellence

- ✓ Total Quality Management (TQM).
- ✓ EFQM Institutional Excellence Model/ Standards.
- ✓ Continuous Improvement and Process Management.
- ✓ Quality Control in Services and Production.
- ✓ Preparation of Manuals (Guides) and Operational Procedures.

Marketing, Sales, & Customer Service

- ✓ Marketing Strategies.
- ✓ Modern Sales Skills.
- ✓ Customer Relationship Management (CRM).
- ✓ Social Media Marketing.
- ✓ Consumer Behavior and Persuasion Strategies.
- ✓ Sales Deal Management.

THE TRAINING COURSES AT HCDMENA VARY ACROSS THE FOLLOWING FIELDS

Occupational Health and Safety

- ✓ Principles of Occupational Health and Safety.
- ✓ Risk Management in the Workplace.
- ✓ First Aid in the Workplace.

Digital Transformation and Modern Technologies

- ✓ Concepts of Digital Transformation and Technology Change Management.
- ✓ Artificial Intelligence (AI) in the Workplace.
- ✓ Data Analysis and Information-Based Decision Making.
- ✓ Process Automation and Performance Efficiency Improvement.
- ✓ Cybersecurity and Information Security Management.
- ✓ Applications of Digital Transformation in the Public and Private Sectors.

Digital Marketing and Media

- ✓ Digital Marketing Strategies and Advertising Campaign Management.
- ✓ Social Media Marketing.
- ✓ Content Creation & Copywriting.
- ✓ Search Engine Optimization (SEO) and Paid Advertising Management.
- ✓ Digital Data Analysis and Marketing Performance Measurement.



HCDMENA is distinguished by interactive and practical methods that ensure maximum benefit for participants:

- ✓ Direct Online Training (Live): Interactive sessions with the trainer, including direct discussions, answering inquiries, and applying practical activities.
- ✓ In-Person Training (Face-to-Face): Provides a rich learning experience through practice and direct interaction with the trainer and colleagues.
- ✓ Lectures to present basic concepts and theoretical knowledge.
- ✓ Practical activities to apply skills and consolidate learning.
- ✓ Case Studies to analyze real-life situations and gain practical solutions.
- ✓ Brainstorming sessions to foster creativity and encourage the exchange of ideas among participants

ACCREDITATIONS

At HCDMENA, we are proud that our training programs are accredited by prominent international bodies, which ensures high quality and global standards in training and skills development.

We are accredited by:



CPD (Continued Professional Development): This guarantees the continuous professional development of participants and allows them to document accredited



ACTD (American Council for Training and Development): This accreditation enables participants to receive internationally recognized training in accordance with the highest standards of professional training



These accreditations reflect HCDMENA's commitment to providing training programs that are reliable, effective, and compliant with the best international practices in human capital development."

TRANSLATION

Our company provide professional translation services to our clients. With the help of a team consisting of tens of experts in different fields of knowledge, providing a wide range of translation services in Arabic, English and French.

Our translation process goes through multiple levels of quality control and editing until the final version is assembled.



Commercial
Translation

Legal Translation

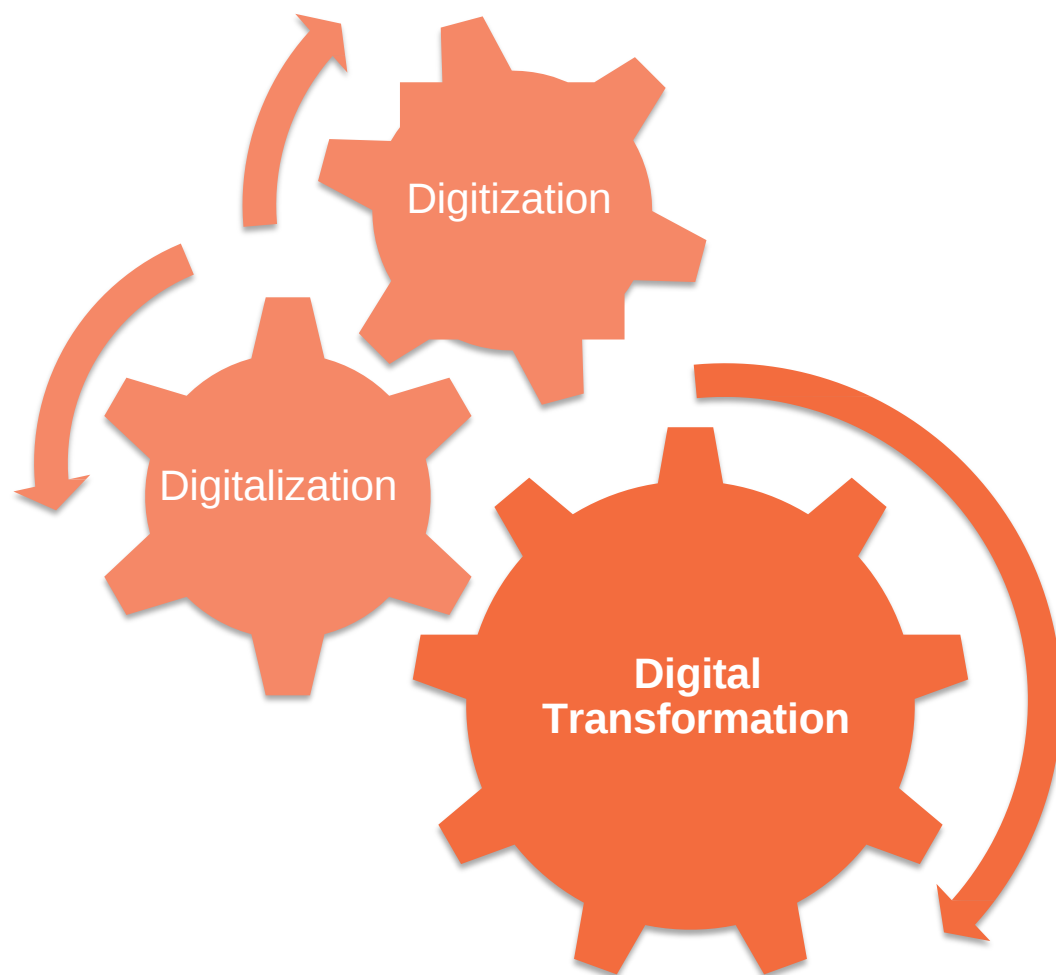
Medical
Translation

Professional
Translation

Subtitles

Simultaneous
Translation

Editing



Digital transformation is the change of business model from analogue to digital technology. Our company provide professional insights to its clients in the area of digital transformation. We are specialized in both parts of the transformation process; the Digitization and the Digitalization.

We help our clients discover areas of transformation and lead them hand to hand through process to maximize the efficiency and reduce their operational risk.

HCDMena Media provides integrated solutions in marketing, communications, and digital media, helping organizations and businesses strengthen their presence, build meaningful relationships with their audiences, and achieve their strategic objectives.

Our services include developing marketing strategies and communication plans, building digital brand identities, managing social media platforms, and executing digital marketing campaigns. We also offer creative and marketing content creation services, graphic design, video production, and multimedia solutions.

In addition, we provide digital advertising services across various platforms, along with public relations, corporate communications, reputation management, media coverage, and event and conference management.

Our expertise also extends to website development, Search Engine Optimization (SEO), email marketing, marketing automation, as well as digital transformation solutions, artificial intelligence applications, data analytics, and performance measurement.

Furthermore, we offer specialized training and consulting services in marketing, media, communications, and content creation, supporting organizations in building their capabilities and achieving sustainable growth.



At **HCDMENA**, our name is our method - a 7 Step approach where each letter stands for a core stage in our journey with clients: we

*"**Hear** your needs, **Clarify** your goals, **Diagnose** the current state, **Map** strategic solutions, **Execute** with precision, **Nurture** capabilities, and **Align** everything with your long-term vision."*



Hear

Clarify

Diagnose

Map

Execute

Nurture

Align

<u>Engage & Listen</u>	<u>Define Needs</u>	<u>Assess & Analyze</u>	<u>Design Solutions</u>	<u>Implement</u>	<u>Build Capacity</u>	<u>Sustain & Integrate</u>
Begin by actively listening to the client's context, pain points, and aspirations. This phase includes initial meetings, stakeholder interviews, and understanding the organization's vision and challenges.	Work with key stakeholders to clarify the project scope, key goals, and success indicators. This ensures alignment between the client's expectations and the consulting engagement.	Conduct in-depth diagnostics using data collection tools, gap analyses, maturity models, and benchmarking. The aim is to identify root causes, not just symptoms, and provide a clear view of the current state.	Develop strategic Plan, frameworks, structures, policies. This phase includes designing interventions such as competency frameworks, salary structures, governance models, or performance systems.	Roll out the agreed-upon solutions. This includes hands-on implementation support, system integration, training sessions, and piloting key initiatives with measurable KPIs.	Invest in people and processes by delivering capability-building programs, knowledge transfer, and continuous development tools to embed the change.	Ensure that new systems and behaviors are fully aligned with the organization's strategic direction. Evaluate impact, provide feedback loops, and support long-term alignment and sustainability.

OUR APPROACH



OUR TEAM



Tarek Hammad
HCDMena CEO

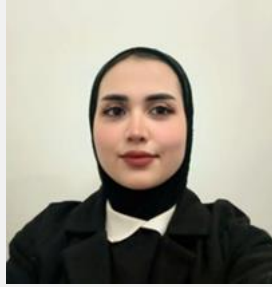


Abdullah Al-Hashemi
Authorized Manager for Iraq Office

OUR TEAM



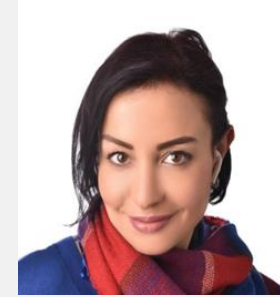
Luai Odeh
Senior Consultant



Zahraa Shaker
Recruitment Specialist



Naba Ahmed
Business Development
Manager



Duaa Hammad
Communications & Social
Media Specialist



Zahraa Akram
Account Manager



Sura Khaled
HR Specialist



Mais Al-Abdali
Consultant – Social Media



Bayan Abu Kwaik
Training Specialist



Lana Alghrabort
Web Administrator



Tarek Hammad | HCDMena CEO

Tarek Hammad is the founder and CEO of **HCDMena**. Tarek is an experienced business developer & capacity builder with a demonstrated history of working in various industries such as HR Services and Training & Development.

Skilled in Negotiation, Business Planning, Technical Recruiting, HR Policies, and Screening. Strong business development professional with an MBA focused in HR from NYIT.

He is a partner with **HCDMENA** Region as a Managing Director, Business Development and Capacity Building.



Abdullah Al-Hashemi | Authorized Manager for Iraq Office

Abdullah Al Hashemi is the Authorized Manager of Al-Bawaba Al Hashemia (**HCDMena IQ**) Company, holding a successful background in managing businesses that vary widely across industries; particularly; electrical home appliances, communication telecom systems, import and export fields. Possesses extraordinary leadership skills that empowers the company's workforce to seize profitability.

In addition to his distinguished skills in the fields of negotiation, relationship building, and business planning and development.

He holds a Bachelor Degree in International Business and Management from Coventry University in the United Kingdom.



Luai Odeh | Senior Consultant

Luai Odeh is a Senior Consultant at HCDMena. He has 12 years of experience in Process Engineering, Quality Control Management, Procurement management, Organizational development , Salary Benchmarking, Market Research, Feasibility Studies, Business Valuation and Project management.

Luai's experience includes private and non-government sectors, He worked on various projects in the field of Organizational Development, Corporate Governance, Performance Management, HR Management Enhancement, Salary benchmarking and many other services inside and outside Jordan .

His academic background; B.Sc. in Electrical Engineering, contributed to his career success.



Bayan Abu Kwaik | Training Specialist

Bayan Abu Kwaik is an experienced Training Coordinator with over 4 years of expertise in designing, implementing, and evaluating training programs. She specializes in instructional design, capacity building, and training logistics, ensuring programs are delivered efficiently and meet organizational objectives.

Bayan has successfully managed multiple training programs, monitoring participant engagement, evaluating outcomes, and improving the learning experience to achieve measurable results.



Duaa Hammad | Communications & Social Media Specialist



Duaa Hammad is a communications and content professional with over 20 years of experience in Arab media and digital marketing. She currently works with HCDMena, focusing on connecting organizational strategies with practical digital communication on social media platforms.

Her work centers on social media management, digital campaign planning, and writing clear, audience-focused content. She has experience in building content strategies, editorial calendars, SEO-friendly content, and managing paid campaigns in markets such as Jordan, Iraq, and the GCC.

Duaa collaborates closely with creative teams to deliver consistent messages and reach the right audience at the right time. She views social media as an ongoing process that includes planning, analysis, and building long-term engagement with audiences.



Lana Alghrabet | Web Administrator



Lana Alghrabet is a detail-oriented Web Administrator and Quality Assurance Specialist with hands-on experience in website management, system monitoring, and software testing.

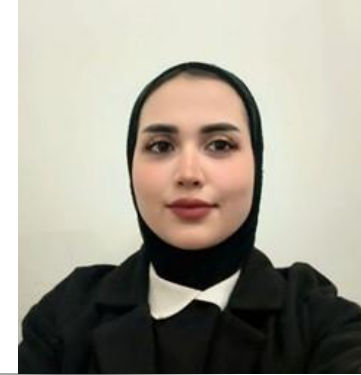
Responsible for ensuring optimal website performance, maintaining web content, and conducting comprehensive testing to guarantee functionality, usability, and high-quality user experience. Skilled in identifying issues, reporting bugs, and collaborating with development teams to improve system reliability and efficiency.



Naba Ahmed | Business Development Manager

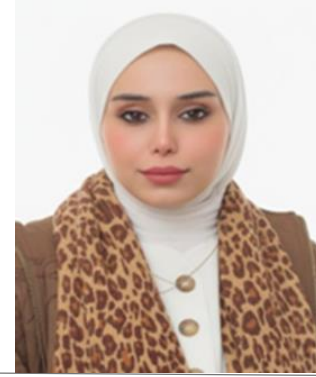


Business Development & Recruitment Manager with 5+ years of experience in the Jordanian and Iraqi markets. Skilled in building strategic partnerships, talent acquisition, client relationship management, and driving business growth. Holds a Bachelor's degree in Law and is committed to delivering effective workforce and business solutions.



Zahraa Shaker | Recruitment Specialist

Zahraa Shaker is a Recruitment Specialist with experience in sourcing talent and managing recruitment processes. She possesses strong skills in client relations, building effective professional relationships, understanding labor market requirements in detail, and evaluating candidates to align with company needs.



Sura Khaled | HR Specialist

Sura Khalid is a Human Resources professional with experience in recruitment, training, and administrative operations. She holds a Bachelor's degree in Computer Engineering and is currently focused on developing her skills in HR management and organizational support.

She is known for her accuracy, strong coordination skills, and ability to build effective professional relationships, with a continuous interest in talent development and performance improvement.



Zahraa Akram | Account Manager

Energy and Renewable Energy Engineer with professional experience in account management and client relations within the recruitment and HR sector.

Currently working as an Account Manager at HCDMENA, with previous experience at leading companies such as Careem and Uber. Skilled in client communication, relationship management, operations coordination, and delivering effective solutions in fast-paced work environments with a high level of professionalism.



Mais Al-Abdali | Social Media Consultant



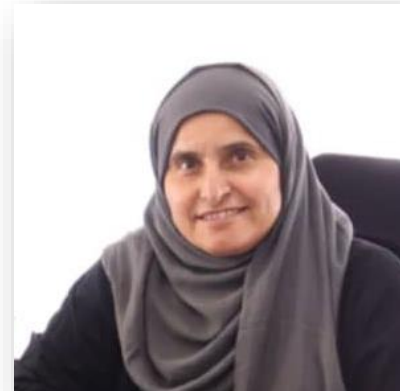
Mais Al-Abdali is a Social Media Consultant at HCDMena, with experience in managing social media accounts, marketing campaigns, and paid advertisements across digital platforms (Google Ads, YouTube, Facebook, Instagram). She is skilled in writing marketing content, developing advertising scenarios, and building numerous commercial brands.

She holds a Bachelor's degree in Accounting, in addition to a diploma in Social Media, along with several professional certifications in marketing and sales. She has worked on many marketing projects in Saudi Arabia and the UAE.



Mohamad Arafat / Palestine Partner

Mohammad Arafat is a strategic partner at HCDMena, he has more than 37 years of experience in accounting and financial reporting covering a variety of industries from start-up business to financial management, he has extensive experience in providing professional consultation in strategic sectors such as accounting, auditing, taxation, internal audit and financial reporting. He is also a Jordanian and Palestinian Certified Public Accountant. Mohammad's experience extends over Palestine and KSA, and over various sectors including investment management, contracting, real estate, telecommunications and manufacturing.



Dr. Najat Jamaan / Yemen Partner

Dr. Najat Jamaan is a strategic partner at HCDMena, she has extensive experience in the field of business and finance she holds a doctorate in Business Administration and a master's degree in International Business Administration.

Dr. Najat is well-equipped in working with civil society organizations, international organizations, and governmental institutions in the field of consultations and studies.

Our partners



Contact us!

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Managing Partner

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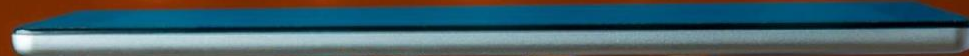
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Happy to Support You