



BASSEM KARAM – The Inspired Spearhead

Senior Director
People Strategy & Organization Development

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Bassem Karam is a seasoned executive with eclectic experience spanning over nearly three decades. His knowledge extends from supply chain and banking (risk management) to human resources management, organizational development and Oracle E-Business Suite Human Capital Management (HCM) project management. This driven professional has helped transform, enhance, and digitalize the HR function at nearly 50 business units in the Middle East, North Africa, and Europe.

« Human capital - your employees - are the heart of your business and the key to success and growth. Thus, investing in enhancing the capabilities and nurturing the development of your teams is fundamental in embedding strong corporate cultures, building employee satisfaction and loyalty, and enhancing performance. Effective organizational development requires strategies, processes and HCM systems to gather and monitor HR data, manage talent locally and across multinational organizations, and set learning and development as a cornerstone for success. My role will be to guide you and help you put in place these tools to improve business processes, increase productivity, and accelerate business performance.»

My objective is to help you develop the right talent management systems, strategies and policies to attract, retain, and motivate employees, as well as identify high potential talent for business success. In addition to managing performance, an important part of talent management is to set forth career paths and succession plans. With specialized teams, we can put in place strong learning and development (L&D) strategies that build the competence, knowledge and expertise of your talent pool, measure learning success, qualify training providers, as well as analyze and recommend best-fit learning solutions.

We aim to help you set-up effective HR Quality Management Systems (QMS) that ensure continuous improvement by putting in place analytics to monitor performance, audit systems, carry out root cause analysis, and follow-up on corrective actions. Having a global foundation for HR data empowers organizations manage their workforce globally on one system and ensure compliance with local labor laws and regulations. My role is to recommend and guide the setup of a Human Capital Management (HCM) solution, from defining requirements to securing effective HR BI analytics, to help you achieve business and strategic goals, as well as make decisions.

ABOUT BASSEM

Compelled by an entrepreneurial drive, Bassem started his career in 1995 by launching a personal business that imported and distributed table arts in Lebanon. In 2001, he began working at Comptoir d'Electricite General Int. (Offshore), sole distributor of Mitsubishi in the Middle East and North Africa (MENA), as an Assistant Manager in the Logistics Department. During the four years, he managed shipments from A-Z, handled all trade finance related issues, insurance policies and settlements, as well as built strong people skills working with the international HQ in Japan and closely with customers.

Building on his eclectic background, Bassem took on the role of Logistics and Administrative Manager at the United Colors of Benetton (Offshore) in 2004 where he designed and managed the supply chain process and smooth operations between customers in the Middle East and the producer in the neighboring Levant region. Bassem gained experience in credit risk management at the Federal Bank of Lebanon in 2006 before launching his career with INDEVCO in 2007.

Bassem began his professional journey with INDEVCO as Supply Chain Manager in member company, Masterpak in Lebanon. Over the course of six years, he managed logistics, procurement, inventory and warehousing operations and handled business planning and trade finance operations. In 2013, he ventured into the world of Human Resources as he was appointed the Organizational Development and IS-HCM Director at INDEVCO's central human resources and organizational development (HROD) department.

Since then, Bassem manages the Talent Management, Learning and Development (L&D), and IS-HCM units. Through his strategic role, he oversees the design, deployment and implementation of competency-based talent management systems across INDEVCO BU's, development of talent pool strategies and processes, L&D strategies, processes, and learning solutions, as well as the establishment and performance of the HR quality management system (QMS). In addition, he managed the implementation of the Oracle E-Business Suite – Human Capital Management (HCM) modules on a group level which secures HR business intelligence analytics to improve corporate performance and growth.

QUALIFICATIONS

Education

MBA in Finance, American University of Science and Technology (AUST), Lebanon, 2000

BBA in Management, Universite Saint Joseph de Beirut (USJ), Lebanon, 1995

Professional Certifications

Internal Executive Coaching – ICF, Pragmadoms, 2019

EXPERTISE

Human Capital Analytics

Human Capital Management Implementation

Human Resources Management

Learning & Development

Oracle E-Business Suite

Organizational Development

Project Management

Succession Planning

Supply Chain and Banking (Risk Management)

Talent Management