

Eslam ElBahhar

Talent Management, Learning & Performance Enablement

Advising across the GCC and MENA in Arabic and English

📍 Dubai, UAE

📞 +971 54 353 1368

✉️ eslamelbahar@gmail.com

🌐 [linkedin.com/in/eslamelbahar](https://www.linkedin.com/in/eslamelbahar)

15

Years of
experience

7

Countries
of delivery

2,000+

Coaching &
development hours

8

Professional
credentials

01 Profile

Eslam ElBahhar builds the learning and capability systems that carry an organisation through the full employee lifecycle: hiring standards and onboarding, competency architecture and career progression, leadership pipelines, performance and engagement.

Across 15 years he has moved from military command to frontline pharmaceutical sales to learning and development, and now full-stack talent enablement at one of MENA's largest technology groups, where he built the function into a multivertical team serving thousands of employees in seven countries, with the operating model, governance and HR partnership to sustain it.

Much of his work sits where capability development meets revenue. He built sales enablement for multiple sales organisations, each with its own operating model, buyer journey, ramp, coaching and measurement systems. He helps drive organisation-wide AI enablement in HR, owning the learning and capability side while building the internal applications, dashboards and automations that run underneath the employee experience.

02 Credentials

Talent Management & Succession Planning **SHRM**

Organisational Design Professional **SHRM**

Master Trainer **SHRM / HRCI**

Cognitive Behavioural Therapy **SOMAP**

Learning & Development Professional **SHRM**

360 Leadership Coach **KORN FERRY**

Training Manager **KHDA**

Bachelor of Veterinary Medicine **MANSOURA UNIVERSITY**

03 Sector Experience

5

YEARS

Technology & Digital Services

Bayut and dubizzle Group across property, automotive and classifieds, partnering with Sales, Operations, Customer Experience, Tech, BI, Marketing and Finance.



6

YEARS

Pharmaceutical & Healthcare

PharmaLink and GSK: territory sales, sales coaching, scientific liaison, and commercial and clinical training in regulated, compliance-heavy settings.



3

YEARS

Public Sector & Military

First Lieutenant, Egyptian Armed Forces: commanding units, running training and operational readiness, and owning safety and compliance.



4

YEARS

Freelance Training & CSR

Independent training and facilitation for student engagement and community capability building, including voluntary work with UNESCO and other CSR initiatives.



04 Ways of Working



Advisory Retainer

Ongoing counsel to a CHRO, Head of HR or founder on talent, upskilling and capability strategy.



Project Build

A defined build with a start and an end: a framework, an enablement program, an LMS rollout or an internal application.



Executive Coaching

Structured one-to-one professional, leadership and executive coaching against agreed goals.



Design & Delivery

Leadership, sales and professional skills programs in English or Arabic, in person or virtually.

01



Sales Enablement & Revenue Capability

The enablement engine behind a sales organisation, from seller competency to pipeline conversion.

- ✓ Revenue-capability diagnostic
- ✓ Seller competency model
- ✓ Ramp model with time-to-productivity targets
- ✓ Manager coaching rhythm
- ✓ Sales upskilling programs

02



AI Enablement & Digital Transformation

Making talent teams capable with AI, and building internal software on platforms the business already owns.

- ✓ Internal applications, built and deployed
- ✓ Live HR and performance dashboards
- ✓ Workflow automation across the employee lifecycle
- ✓ AI literacy and adoption programs
- ✓ Governance and data-security guardrails
- ✓ AI-enabled instructional design

03



Learning & Development Strategy

Building or rebuilding the learning function: operating model, governance, budget and roadmap.

- ✓ L&D maturity assessment
- ✓ Training needs analysis and strategy
- ✓ Governance and learning frameworks
- ✓ Program design and development

04



Leadership Development & Coaching

Leadership programs from frontline to senior level, with executive coaching grounded in Korn Ferry and CBT methods.

- ✓ Leadership success profiles
- ✓ Talent review and succession mapping
- ✓ Multi-tier development programs
- ✓ Executive and leadership coaching



05

Competency & Technical Enablement

Competency frameworks across technical, commercial, leadership and behavioural roles, tied to assessment and progression.

- ✓ Enterprise competency architecture
- ✓ Proficiency standards linked to grading and reward
- ✓ Assessment and calibration methods
- ✓ Critical-skills gap analysis



06

Digital Learning Ecosystems

Selecting, implementing and governing the learning platform so learning can scale.

- ✓ Learning technology and HRIS integration
- ✓ Vendor selection and evaluation
- ✓ Content lifecycle and governance
- ✓ Adoption and change management



07

Performance Enablement & Analytics

Linking learning and capability to business performance, with measurement leaders act on.

- ✓ Capability measurement framework
- ✓ Baselines and targets by function
- ✓ Executive dashboards and reporting
- ✓ ROI and attribution model
- ✓ Quarterly performance review cadence

ADVISORY & ENGAGEMENTS

Let's build the capability that carries your business.

✉ eslamelbahar@gmail.com

☎ +971 54 353 1368

🌐 linkedin.com/in/eslamelbahar

🌐 striveuae.com