

SENIORA MIMASSI

Title: Deputy CEO

Experience: 20+ years in Management & Human Capital Consulting

Education: Bachelor in International Business Management

Profile Overview

With over 20 years of extensive experience and a rich blend of hands-on proficiency in Human Capital Consulting, Senora El-Hage is a seasoned expert in driving organizational transformation across the MENA region.

As the Co-Founder and Deputy CEO of Phoenix Consulting, she has played a pivotal role in establishing the firm as a trusted partner in Human Capital solutions and a leader in Talent Management, serving a diverse array of industries in both the private and public sectors.

Senora's career began at Deloitte, where she refined her expertise in Talent and Organizational Development, later evolving into a recognized thought leader in the Human Capital space.

A Certified expert in a wide range of Psychometric Assessments, she has developed a reputation for strategically advising clients on designing and implementing tailored assessment and development frameworks that enhance executive performance and empower strategic decision-making.

As Deputy CEO, Senora drives Phoenix's strategic growth, client relationships, business ventures, and international partnerships for the entire MENA region. Known for her prominent communication and interpersonal skills, Senora is adept at managing complex, high-stakes relationships with key stakeholders and clients. Her ability to build trust, engage high profile decision-makers, and navigate the intricacies of regional markets has been crucial in positioning Phoenix Consulting as a go-to partner for organizations looking to enhance their human capital practices.

Under her visionary leadership, Phoenix Consulting has achieved sustained growth and industry recognition. Senora's expertise has not only shaped the company's success but has also contributed to the broader evolution of human capital consulting across the MENA region. Her ability to blend strategic insight with pragmatic solutions has consistently driven measurable results and long-term impact for clients.

Subject Matter Expertise



Strategic Growth



Performance Optimization



Leadership Development



Strategic Partnerships & Stakeholder
Management



Change Management