

Juma M.Saleh Al Sahli Al Houti

UAE National

+97150-7999444

alsahli2001@gmail.com



SKILLS:

Engage in dynamic and creative media enterprises
Collaborate with ethical, professional innovators
Inspired by challenging opportunities to honor people, culture and tradition

COMPETENCIES:

- Human resources, management and administration skills - broad experience in principles and practices
- Problem solving and conflict resolution skills
- Interpersonal and organizational skills
- Decision making and consultation skills
- Computer skills: Word, Excel, PowerPoint, Macromedia Flash MX, Macromedia Dream Weaver MX; Adobe Photoshop, Adobe Illustrator

QUALIFICATIONS:

- Master Degree Business & Administrator, New York Institute of Technology (NYIT) 2015 – 2016
- Bachelor Degree Communication Technology, HCT Men's' College, Abu Dhabi 2000 – 2004
- Higher Diploma Communication Technology, HCT, Men's' College, Abu Dhabi

FILM MAKING EXPERTISE:

Latest projects: Mohammed Bin Zayed (Majilis) – Mubadala Year 50 – Adnoc National Day

Short films: Raas Al Ghanam (The Goat's Head) – Education - Hot Spring – Mud - F2 - Ten Minutes – Falconry - An Empty Bottle – Sara's Secrets – Um Dowees - Paradise Evening

Music Videos: 9 Music Video for national day - 2008, 2009, 2010 - for Sheikh Mohamed Bin Sultan Al Nahyan and ADACH.

AWARDS:

- “Muhr Emirati Award – Best film from Dubai international film festival for Raas Al Ghanam (The Goat's Head).
- “I Dream Award“ - Best Cinematography for the film **Mud**
- “Annual Talent Award “ – the film **An Empty Bottle**
- “Best Cinematography” - the film **Paradise Evening**, Abu Dhabi Film Festival

EXPERIENCE:

2022 – 2025	Founder and CEO of Wrap Up Films, a production company I established and oversee.
2020 – end of 2021	Acting Executive director of T.V (Abu Dhabi Media)
2014 – 2019	Deputy Executive Director of TV and Emarat Channel Manager Abu Dhabi Media Group
2012 – 2014	MEDIA ADVISOR TO THE GENERAL SECRETARIAT

	THE OFFICE OF HH THE MINISTER OF THE INTERIOR, ABU DHABI
2011 -2012	DIRECTOR OF HUMAN RESOURCES - MASDAR INSTITUTE, ABU DHABI
2008 – 2011	Director of Human Resources - Baynounah Media Group, Abu Dhabi
2005 – 2008	Personnel Administration & Recruitment Specialist - Abu Dhabi Securities Market
1996 – 2005	EMPLOYEE RELATIONS SUPERVISOR - MINISTRY OF G.H.Q, ABUDHABI

PROFESSIONAL EXPERIENCE

ACTING EXECUTIVE DIRECTOR FOR T.V – DEPUTY EXECUTIVE DIRECTOR OF TV AND EMARAT CHANNEL MANAGER, ABU DHABI MEDIA GROUP

2014 to 2021

- Direct and manage Abu Dhabi TV division activities – implementation and updating policies, procedures, standards, on-air and content control, timelines and broadcasting guidelines are consistently in alignment with UAE and Abu Dhabi Media strategies broadcasting standards, rules and regulations and laws. Reporting to the Executive Director.
- Establish strategies, review, monitor Division’s ongoing performance. Collaborate with line managers on key and critical issues.
- Formulate, negotiate and implement business plans for TV Division to ensure high quality, secure, uninterrupted competitive grids, schedules and services.
- Liaise in the annual budget and forecasts for TV Division, monitor expenditure to ensure appropriate limits.
- Establish positive and co-operative business relationships, interactions and expectations with internal and external stakeholders: broadcasters, legal, commercial, government and private sector entities to monitor key developments concerning the TV Division and to uphold corporate standards and values.
- Monitor market developments, changes: prices, contents, and trends to provide sound and progressive business decisions.
- Internal and external committee participation; decision-making processes; open communication channels between stakeholders.
- Represent the Division at national and international meetings with the aim of developing corporate image, business and exposure.
- Facilitate develop and implement open-workplace, industry-standard professional development.
- Ensure compliance with all relevant corporate, industry, national health, safety, environmental policies, procedures, controls.

MEDIA ADVISOR TO THE GENERAL SECRETARIAT OF THE OFFICE OF HH THE MINISTER OF THE INTERIOR, ABU DHABI

2012 to 2014

- Created, developed, implemented media concepts: awareness publicity, national projects
- Supervised all stages of media production.

DIRECTOR OF HUMAN RESOURCES, MASDAR INSTITUTE, ABU DHABI

2011 to 2012

- Monitored and evaluated the Masdar Institute organization structure and manpower levels
- Developed and implemented the HR strategies, objectives, budget, policies, procedures and a reward framework and strategy. Reported to the Vice President of Operations and Finance.
- Oversaw the implementation of all recruitment, performance management, training and development frameworks and programs
- Supported QHSE initiatives
- Assessed and enhanced the corporate culture of the Masdar Institute

DIRECTOR OF HUMAN RESOURCES, BAYNOUNAH MEDIA GROUP, ABU DHABI

2008 – 2011

- Provided leadership and overview to the Baynounah Media Group Human Resources function and related operational activities. Reported to the Chief Executive Officer.

- Established the HR department: developed, implemented and managed policies, programs and practices in alignment with the overall corporate strategy and objectives.
- Provided strategic direction to all HR activities: recruitment, talent development, rewards, employee relations and performance management system.
- Planned, directed and coordinated the implementation of effective work processes with clearly established and demarcated roles, assigned work activities and responsibilities to personnel
- Prepared, controlled the development of HRD budgets
- Prepared forecasts of staffing funds; presented, justified and defended programs and policies; monitored and approved expenditure; resolved budget issues; implemented adjustments as necessary.
- Prepared forward-focused manpower plans to manage corporate organizational structure; chart in line with its developing needs
- Review, approve (in conjunction with CEO) and control the manpower budget for the organization ensuring that aspects related Work Design and budgets are looked into.
- Led establishment and maintaining effective partnerships and working relations with other departments and external organizations (advertising agencies, consultancy services, training providers, etc) in order to achieve integrated planning, commissioning and delivery of joined-up services.
- Managed the development and delivery of BMG's compensation & benefits strategy, structure and related processes.
- Directed operational processes for the collection, analysis and identification of organizational training needs, leveraged data points to formulate overall BMG's training plan. Oversaw maintenance of annual plans.
- Responsible for other HR Operational functions like Payroll, Employee Relations etc.

PERSONNEL ADMINISTRATION & RECRUITMENT SPECIALIST, ABU DHABI SECURITIES MARKET 2005-2008

- Personnel Administration and recruitment specialist participating in all recruitment and personnel administration
- Documented and maintained all confidential, up-to-date personnel files and databases.
- Managed personnel administration policies and procedures: leave requests, absences.
- Examined personnel files; responded to enquiries; provided information to authorized personnel.
- Compiled with personnel records, prepared reports, supported line managers.
- Prepared, reviewed employment contracts, records conforming to UAE labor and employment laws.
- Employee induction processes and procedures.
- Prepared and distributed formal written and verbal advice of benefits: paid leave, bonuses; insurance plans
- Liaised with providers to support HR developments, methods, techniques, training requirements
- Achieved set targets, contributed to team effort, developed corporate culture.

EMPLOYEE RELATIONS SUPERVISOR, MINISTRY OF G.H.Q, ABU DHABI 1996-2005

- Employee Relations Supervisor responsible for all employee related issues
- Provided updated personnel documentation and reports: passport, annual travel entitlements, certifications, daily attendance. Reported to the Director of Human Resources.
- Maintained harmonious relationship with the Ministry. Implemented Ministry HR policies, employee salaries, entitlements, benefits
- Investigated human resource issues and made recommendations to management

PROFESSIONAL DEVELOPMENT:

- Diploma - Expert in Academic Human Resources Management
- Developing Management HR Policies & Practices
- Identification of Training Needs
- Excellence in Customer Services
- Total Rewards Strategies
- Certified Interviewing and Selection Course
- Visual Communications
- Photography
- Videography
- Mass Media
- Graphic Arts
- Media English