AROMA HR

CONSULTING & OUTSOURCING



Building People.
Strengthening Businesses

Company Profile

Empowering People. Elevating Organizations

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About Aroma HR Consultancy

Aroma HR Consultancy, a division of Aroma City Group, is a specialized firm focused on transforming human resources into a strategic enabler of organizational excellence.

Leveraging the group's solid legacy and regional presence, the consultancy delivers a full range of HR services including HR governance, organizational restructuring, leadership development, HR digitalization, talent management, and cultural transformation.

We go beyond conventional advisory partnering with our clients to implement real change. Our mission is to support SMEs and family-owned enterprises with world-class, practical HR solutions that ensure long-term value and impact.

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From Strategy to Sustainability

We're With You Every Step

www.aromahrconsulting.com

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Wide Range of Services

Strategic HR Services That Deliver



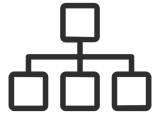
HR Transformation, Digitalization and Operating model advancement



Talent Management & Development



Performance & Reward



Organization Culture & Employee Engagement

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Organization Culture & Employee Engagement

In today's rapidly evolving business landscape, HR transformation is critical. By leveraging digitalization, companies can streamline HR processes, improve data accuracy, and enhance decision-making. Advancing operating models allows for more agile, responsive HR functions that align with organizational goals and drive efficiency. Our consultancy offers strategic insights and innovative solutions to transform HR practices, ensuring your business remains competitive in a digital-first world.

Talent Management & Development

Talent management and development are at the core of sustained organizational success. By identifying, nurturing, and retaining top talent, companies can secure a competitive edge. Our consultancy focuses on creating tailored strategies that align talent development with business objectives, fostering a culture of continuous learning and growth. We help organizations implement effective talent management systems that enhance employee engagement and elevate performance across all levels.

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Performance & Reward

A well-designed performance and reward system is essential for motivating employees and recognizing their contributions. Our consultancy specializes in developing comprehensive frameworks that link performance management with equitable reward systems. By aligning rewards with strategic goals, we help organizations drive performance, increase employee satisfaction, and maintain high levels of motivation and productivity.

Organization Culture & Employee Engagement

Cultivating a positive organizational culture is key to fostering employee engagement and loyalty. Our consultancy assists companies in diagnosing cultural challenges and implementing strategies to build a cohesive, inclusive workplace environment. By enhancing employee engagement, we improve retention rates, boost morale, and promote a strong organizational identity that attracts top talent and inspires excellence.

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Driving Excellence, Together

The Minds Behind Aroma HR

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Widad AbdulJalil

Co-Founder

SPHRi, PHRi, CHRM & Certified KPI Professional with 25+ years delivering HR transformation, productivity measurement, and performance management across diversified sectors.

Specialized in competency frameworks, KPI modeling, and productivity index design & implementation



Osama Sous

Co-Founder

Osama Sous is a seasoned HR and Organizational Development leader with 30 years of experience serving reputable international and regional organizations across the MENA and GCC regions in various industries. As a licensed lawyer in Jordan, he integrates legal expertise with HR expertise, led major transformation projects aligning HR functions with business strategy and goals.



Jamal Abdul Jalil

Co-Founder

Before founding Aroma City Group in 2005, Jamal gained over 10 years of experience in Jordan and Saudi Arabia, working with Arthur Andersen and later as Finance Manager at Nuqul Group. He is a CPA holder, Co-Founder, and Former President of the Jordan Association of Management Accountants, and has served as Managing Partner of Aroma City Group since its inception.

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Multinational and Cross-Sector Employment Background

MAERSK
APM TERMINALS
Lifting Global Trade
ACCES
Accelerated Leadership Program
ZUJ
جامعة الزيتونة الأردنية
Al-Zaytoonah University of Jordan
بنك القاهرة عمّان
CairoAmmanBank
cementra
سمنتا
حكومة دبي
GOVERNMENT OF DUBAI
مجموعة قطوس
QATTOUS GROUP
DHL
حديد الراجحي
RAJHI STEEL
MANASEER
Oil & Gas

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Subcontractor for HR Transformation projects

SPL

مكتبة الملك عبد العزيز العامة

GACA
الهيئة العامة للطيران المدني
General Authority of Civil Aviation

MANASEER GROUP

DADA GROUP
مجموعة الدادا

الكربونات الأردنية
Jordan Carbonate

meps Powered by Innovation.

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Partner with us

to create a lasting impact through people, strategy, and purpose.

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