NextGen HR

COMPANY PROFILE · 2026



Exceptional talent.
Strategic HR.

Senior hiring and HR consultancy for UAE companies, from a licensed Dubai team with 18+ years of combined HR and recruitment experience.

LICENSED BY MEYDAN FREE ZONE, DUBAI

nextgenhr.ae

ABOUT NEXTGEN HR

Strategic HR solutions. Exceptional talent. *Sustainable growth.*

NextGen HR Consultancy is a recruitment and HR consultancy licensed by Meydan Free Zone in Dubai. We partner with businesses across the UAE to attract and secure top talent through permanent and fixed-term recruitment solutions.

Recruitment

Our end-to-end recruitment process covers candidate sourcing, screening, interviews and assessments, delivering carefully shortlisted professionals aligned with each client's requirements, culture and business objectives.

Experience you can trust

With over 18 years of combined HR and recruitment experience, predominantly in the UAE market, our team brings strong local expertise and a results-driven approach to every engagement.

We work closely with employers to deliver tailored solutions that support business growth, improve organisational effectiveness and strengthen workforce capability.

HR consultancy and organisational development

We help businesses establish, strengthen and optimise their HR functions through practical, business-focused solutions, including:

- HR function set-up and operational frameworks
- HR policies, procedures and employee handbooks
- Organisational design and workforce planning
- Performance management and appraisal systems
- Salary benchmarking and compensation structures

2024

Founded in Meydan, Dubai

18+

Years of combined HR and recruitment experience

0

Fees charged to candidates, ever

THE EXPERIENCE BEHIND NEXTGEN

HR leaders who have sat *on your side of the table.*

Our team has led HR and hiring inside UAE real estate developers, brokerages and international retail franchise groups. We know what a growing company needs from HR, because we have been responsible for it ourselves.

3,700+

People hired by our team in previous in-house HR roles

5

New UAE real estate developers given a full HR department, built from the ground up

17

UAE retail stores audited for HR and operational compliance

2011

In the UAE market since, across real estate, brokerage and retail

Real estate development

HR strategy, group payroll and senior hiring inside developers.

Property and brokerage

Sales team hiring, salary benchmarking and appraisals for brokerages.

Retail franchise

Store HR, compliance audits and large-scale hiring for an international franchise operator.

Figures describe our team's experience in previous in-house HR roles before NextGen HR was founded in 2024. They are not NextGen HR placements.

OUR VISION

To be the HR partner UAE companies trust to hire their leaders and to build HR that holds up as they grow.

OUR MISSION

To find exceptional people for UAE companies, and to give them HR that is practical, fair and built to last.

HOW WE WORK

The principles *behind the work.*

Fair, consistently

A people decision is only right if it would look the same applied to anyone else in the business.

Built for inspection

Policies, contracts and records that are clear and correct let a company grow with confidence.

Close to the business plan

Hiring and HR decisions are business decisions, so we start from your growth plans, not a template.

Capability, not dependency

We leave your managers able to run HR well, so it keeps working when we are not in the room.

Multicultural by default

UAE teams span many nationalities, so we keep policies and communication simple and clear.

Measured, then reported

Hiring progress and HR results shared honestly, including when the numbers are uncomfortable.

"Good HR is quiet. You notice it when the business grows and nothing breaks."

OUR SERVICES

Hiring and HR, *from one team.*

Many growing companies need both: the right senior people, and HR that is ready for them. We cover each, or both together.

01

Executive search

Confidential search for heads of department, senior managers and leaders, including people who are not actively looking.

02

Recruitment

Permanent and fixed-term hiring for professional, managerial and specialist roles, with a screened shortlist.

03

HR consultancy

HR department set-up, policies and handbooks, HR audits, organisational design, appraisals, salary benchmarking and HR systems.

04

Outsourced HR (HR on demand)

An experienced HR team for day-to-day advice, documents and reviews, without hiring a full-time HR manager.

05

Emiratisation hiring

Finding and hiring Emirati talent for real, long-term roles, so hires are more likely to stay and grow with your business.

Licensed activities: Human resources consultancy (7490.14) and Labor Recruitment Brokerage Office Services (7810.97).

EXECUTIVE SEARCH AND RECRUITMENT

Your next leader *isn't reading job ads.*

The strongest senior candidates are usually doing well somewhere else. We find them through research and discreet, direct conversations, then present a small shortlist worth your time.

Executive search

- Confidential brief: the role, the leadership profile and how discreet the search must be
- Market mapping across the UAE and the wider region
- Direct approach, including people not looking to move
- Shortlist, interviews and support to close the offer

Recruitment

- Role brief and market check before the search starts
- Sourcing through our UAE network, referrals and the market
- Every candidate interviewed and checked before you meet them
- Offer and onboarding support after the start date

Roles we search for

Heads of department and senior managers in sales, finance, HR, operations, marketing and technology, plus general managers, directors and senior specialists. Including multilingual professionals and candidates with international market experience, when the role requires it.

Heads of department | General managers | Sales directors | Finance leaders | HR leaders | Technology leaders | Senior specialists

Direct hire

You hire every candidate on your own contract and visa.

Fully screened

Each profile comes with experience, fit, notice period and salary expectations.

Discreet

Candidates hear about the role only in the way you have agreed.

HR CONSULTANCY

HR that holds up *as the business grows.*

Growing companies often hire faster than their HR can keep up. Our consultants have led HR inside UAE companies and built HR departments from the ground up for five new UAE developers.

HR department set-up

Structure, core policies, contracts, payroll processes and the first senior hires for a new company or a first HR hire.

Policies, handbook and HR audit

We audit your policies, contracts and records, then write clear policies and a handbook your team understands.

Organisational design and workforce planning

Roles, reporting lines, job descriptions and a hiring plan, plus succession plans for key roles.

Performance management

Mid-year and year-end appraisals your managers can run, with clear objectives and fair improvement plans.

Salary benchmarking and reward

Pay compared with the UAE market, and bonus and commission structures that are fair and affordable.

HR systems and payroll

Choosing and setting up an HRIS, and payroll migration, from a team that has run HR on Oracle HCM, SAP and cloud HRMS.

Employee relations

Grievances, investigations and disciplinary matters handled fairly and consistently, with your managers.

Onboarding

Simple checklists and first-week plans that help new hires settle in faster.

We give practical HR guidance. For questions about employment law, we work alongside your legal adviser rather than replacing them.

OUTSOURCED HR (HR ON DEMAND)

An HR team *when you need one.*

Not every company needs a full-time HR manager, but every company needs HR done properly. Use us on an ongoing basis or for a defined project.

- **Day-to-day HR advice:** a team to call when people questions come up
- **Documents:** offer letters, contracts, job descriptions and policy updates
- **Performance and retention:** appraisals, salary reviews and retention plans
- **Hiring support:** interview support, or a full search when you need one

Who it suits

Growing companies with no HR manager yet, founders spending too much time on HR, and HR teams that need extra hands for a busy period or a project.

Scope, contact arrangements and fee are agreed in writing before any work starts.

EMIRATISATION HIRING

Emirati talent for *real, long-term roles.*

Role planning

We identify roles where Emirati talent can grow and contribute.

Candidate search

We find Emirati candidates who match the role and your culture.

Screening and interviews

Every candidate is interviewed and checked before you meet them.

Retention focus

We focus on fit and growth, to give each hire the best chance of staying.



OUR STRONGEST SECTOR

Real estate recruitment, *from people who know property.*

Real estate is where our team's experience runs deepest: leading HR and hiring inside UAE developers and brokerages, and building HR departments for new developers.

How we assess property consultants

- Specialism: secondary sales, off-plan or leasing
- Track record: deals closed and price range
- RERA broker registration status
- Languages and client markets served
- Fit with your commission structure

Roles we recruit

- Property consultants for sales, off-plan and leasing
- Sales directors and sales managers
- Leasing, property and community managers
- Customer relations and handover managers
- Development, project and design managers

For new and growing brokerages

We recruit your first sales manager, plan hiring in stages, and set up contracts, commission policies and onboarding so new agents become productive quickly.

HOW HIRING WORKS

Four steps *to the right hire.*

01

Share your brief

Role, skills, salary range and start date.

02

We source and screen

Interviews and checks on every candidate.

03

You interview

A shortlist of people who fit.

04

You hire, we follow up

You hire directly; we support onboarding.

HOW HR CONSULTANCY WORKS

From review *to launch.*

01

Tell us what you need

Team size, current HR set-up and priorities.

02

We review

Existing policies, documents and structure.

03

We draft

Policies, handbook or structure, written for how you work.

04

You launch

We refine with you and stay on hand for questions.

Sectors

Real estate | Construction | Hospitality | Retail | Technology

Locations

Dubai | Abu Dhabi | Sharjah | Across the UAE



WHY COMPANIES CHOOSE US

Why companies hire *with NextGen HR.*

Experience from the inside

Our team has run HR inside UAE developers, brokerages and international retail franchise groups.

Screened shortlists

Every candidate is interviewed and checked before you meet them.

Hiring and HR in one place

Executive search and senior hiring, plus HR set-up, policies and outsourced HR support.

Licensed and transparent

Licensed by Meydan Free Zone, Dubai. Terms agreed in writing. Candidates never pay a fee.

NextGen HR

LET'S TALK

Tell us who you *need to hire.*

Share your hiring brief or the HR support you need, and we will reply on working days, Monday to Friday.

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SCAN TO VISIT