



## **Birches Group, PAYMED Consulting, Announce Partnership in North Africa**

---

**New York, NY and Tunis, Tunisia (September 1, 2020)** – [Birches Group LLC](#), a leading global provider of HR solutions and total compensation surveys, and [PAYMED Consulting](#), a leading HR consultancy across North Africa, have formed a strategic partnership, effective immediately.

Under the agreement, PAYMED will operate as Birches Group North Africa, and will promote, market, and support a wide range of human resources solutions and services from Birches Group, including the Birches Group Community™ platform and the Birches Group multisector compensation and benefits surveys in the region. In addition, PAYMED and Birches Group will collaborate to jointly serve the needs of clients in North Africa, including Tunisia, the PAYMED headquarters location, as well as Algeria, Egypt, Libya, and Morocco. The collaboration is consistent with Birches Group's commitment to serve developing markets and support clients wherever they are located.

"We are very excited to partner with PAYMED Consulting and expand our North Africa business," said Warren Heaps, a Birches Group Partner. "PAYMED is a well-respected consultancy in the North African market with an excellent track record in serving clients. We believe the combination of PAYMED and Birches Group will result in a strong increase in the ability of both firms to serve growing businesses and multinationals in the region. We share a common view about how to elevate the human resources function in the region to a strategic business function."

Haykel Barbouch, Managing Partner of PAYMED stated, "We are very excited to announce this partnership. PAYMED has served the North Africa region successfully since 2012, and now we will continue to provide our clients with a broad range of services as Birches Group North Africa.



---

We especially look forward to representing the Birches Group market surveys and world-class Community™ platform, including innovative solutions for job evaluation, skills assessment, and performance management. We look forward to working together on projects to serve the interests of our clients."

The firms will begin working together to serve clients in North Africa immediately. More information is available at [www.birchesgroup.com](http://www.birchesgroup.com) and [www.paymedconsulting.com](http://www.paymedconsulting.com).

#### **ABOUT BIRCHES GROUP**

Founded in 2005, Birches Group LLC is a specialized human resources consulting firm focused on an integrated approach to human resources fundamentals. Birches Group labor market surveys are available in over 170 countries throughout Africa, Asia, Central and Eastern Europe, Latin America, and the South Pacific. The firm also assists client organizations through the Community™ integrated platform to manage both structural challenges through job design, job evaluation and compensation management, and organization capacity using tools to measure skills, knowledge, and performance.

Birches Group is headquartered in New York, with an operations center in Manila, Philippines, and additional offices in Sweden and Latvia.



---

## ABOUT PAYMED CONSULTING

PAYMED Consulting was founded in Tunis, Tunisia in 2012, operating in the North African markets of Algeria, Egypt, Libya, Morocco, and Tunisia. PAYMED Consulting provides decision makers with decision making tools. The firm has a global offer focusing its expertise and network on providing best practices combined with both sector-specific and general industry solutions. Prior to entering this partnership with Birches Group, PAYMED represented Mercer in the North Africa region.

PAYMED helps multinational and local companies to address market challenges in the short- and long-term by focusing on:

- **Human Capital Solutions** - Establishing and maintaining compensation, benefits and other human resources policies;
- **Data Services** - Labor market insights through compensation and benefits surveys, updated three times annually;
- **Talent Management** - Assessing management capabilities, and provision of training and other interventions; and
- **Business Analytics** - Assessing company performance by capturing customer feedback.

###

## CONTACT:

**Birches Group LLC**  
Warren Heaps, Partner  
[warren.heaps@birchesgroup.com](mailto:warren.heaps@birchesgroup.com)  
+1-646-837-5586

**PAYMED Consulting**  
Haykel Barbouch, Managing Partner  
[haykel.barbouch@paymedconsulting.com](mailto:haykel.barbouch@paymedconsulting.com)  
+(216) 98 510 333