



ADLY AZAMIN BIN AZMAN (AAA)

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HUMAN RESOURCES DEVELOPMENT & INNOVATION MANAGEMENT STRATEGIST

Adly Azamin is a Human Resources Development and Innovation Management Specialist with experience spanning 26 years in Multinationals, Malaysian Corporate and Government organizations ranging from manufacturing, engineering, banking, oil & gas, transportation, real estate/property investment and innovation management.

Adly started out as a regional e-Learning Specialist with Motorola, gradually developing himself in full spectrum of **Organizational Development and Learning & Development competencies** including Talent Management (TM), Succession Planning/Management, Learning Management System (LMS), HR Information Systems (HRIS), Recruitment, HR Policies & SOP Development, Instructional Systems Design (ISD), Rewards Design. Highly competent in **Corporate Innovation Management** to inculcate good innovation governance and culture.

A highly dynamic individual with strong L&D design and development capabilities incorporating latest information technologies. An agile yet a structured and process oriented individual. Adly has a hearing (left ear) disability and is a registered Person with Disabilities (Hearing) with Jabatan Kebajikan Masyarakat since 2020. Currently on a career break taking care of his 80 year-old cancer-stricken mother.

COMPETENCIES

<i>Learning & Development</i>	<i>HRIS/LMS Technologies</i>	<i>Succession Planning</i>
<i>Instructional Systems Design</i>	<i>HRD Policies & Procedures</i>	<i>Job Evaluation</i>
<i>Innovation Index Design</i>	<i>Performance Management</i>	<i>Innovation Management</i>
<i>HR Dev Department Start-up</i>	<i>e-Learning Technologies</i>	<i>Human Resources Strategy</i>

PROFESSIONAL EXPERIENCE

ASAHI HOLDINGS SOUTHEAST ASIA (AHSEA) — Kuala Lumpur (www.asahisea.com)

Vice President – Organizational Development, Aug 2020 – Aug 2022: *Reports to CHRO, Shalina Gopalan.*

AHSEA is the halal hub for Asahi which manufacture, market and distributes halal beverages for the SEA market. Adly is the Group OD Lead for ASEAN manufacturing plants, Sales & Marketing entities including responsible for Group HR Strategy, Recruitment, Learning & Development, Talent Management, Succession Planning/Management, Internal Communications, HR Sustainability Initiatives and Group Covid Pandemic Management. Regional rep for Global HQ on HR Sustainability, Core Competencies project, Diversity and Global EES. Also responsible for HR Special Projects.

Successfully

- ◆ Led global initiatives and projects to be implemented to ASEAN region i.e. **L&D regional strategy**, global competency project, **Hi-Pos Leadership development**, Employee Engagement Survey (EES), DEI, Sustainability, Community Outreach projects and Asahi Group Philosophy (AGP) Awards and others.
- ◆ Led recruitment activities filling mission critical positions on time and within budget.
- ◆ Led L&D activities during Covid lockdown via various alternative media.
- ◆ Led, designed and managed 360 degrees exercise for AHSEA regional leaders.
- ◆ Co-led with GCHRO the Talent Review and Succession Planning exercises for all regional entities.
- ◆ Led Regional HQ Covid Command Centre to prevent Covid outbreak at all business locations.

PEOPLE & PERFORMANCE (P&P) SOLUTIONS — Kuala Lumpur

Founder Director, Mar 2020 – Aug 2020

Corporate University advisory and implementation, OD/L&D Consulting, Innovation Management, Executive search partnership, e-Learning & Virtual Classroom development & implementation Consulting.

UMW CORP — Shah Alam (www.umw.com.my)

General Manager – UMW Training Centre (UTC) & Group COE, Feb 2019 – Feb 2020: *Reports to CHRO, Zailani Ali.*

UMW Training Centre is UMW's hub for learning and development. Mandated to transform UTC into UMW Group's Centre of Excellence to initiate and accelerate innovation initiatives across the group.

Successfully

- ◆ Designed and developed UMW's **3-year Learning Strategy** to support UMW@Innovation
- ◆ Led UMW **Culture Transformation** solution implementation "WOWriors" including roadshows nationwide.
- ◆ Designed/developed the **first UMW's Innovation and Centre of Excellence (COE) framework**.
- ◆ Led formation of the **first UMW Group Management Innovation Committee (GIC)** to vet innovative ideas and fund viable projects up to pre-commercialization stage (POC, Prototype, Industry Certification)
- ◆ Spearheaded **LMS implementation** for UTC. Steering Committee for HRMIS implementation and UFES (UMW Forklift E-Services) – first COE project implementation.
- ◆ Led initiation of Industry 4.0 programs e.g. Data Science, Design Thinking, RPA, Machine Learning etc.
- ◆ Facilitated engagements with Research Institutes/Innovation Centres for innovation/COE projects. Led design of Incentives/rewards design for COE/Innovation projects' teams

PROFESSIONAL EXPERIENCE (CONTINUED)

AGENSI INOVASI MALAYSIA (AIM) — Cyberjaya (www.innovation.my) – (2)

Vice President – Corporate Sector Innovation, Jun 2016 – Feb 2019: *Reports to COO, Abdullah Arshad (5).*

AIM is a statutory body created via an Act of Parliament 2010 to jump start wealth creation through knowledge, technology and innovation to stimulate and develop the innovation eco-system in Malaysia. AIM lay down the foundations of innovation that inspire and produce a new generation of innovative entrepreneurs.

Successfully

- ◆ led implementation and facilitation of the National Corporate Innovation Index (NCII www.ncii.my) to Malaysian corporations to inculcate **good innovation governance and culture**.
- ◆ led development of NCII derivatives including Return on Innovation Management (ROI ncii.my/roii), Small Medium size Enterprise Innovation Index (SMEII) and Intellectual Capital Future Check (ICFC).
- ◆ led partnerships with 40 corporations, associations, NGOs and state agencies in the implementation and facilitation of NCII to more than 1000 companies nation-wide.
- ◆ Panel member for HRDF Awards to recognize corporations in HR Development, 2017 & 2018.
- ◆ Panel member for HRDF SME programs, 2017

DIBTA GROUP SDN BHD — Kuala Lumpur (www.dibtagroup.com)

Partner/Chief Operating Officer, May 2013 – Jun 2016: *Reports to Group CEO, Prim Kumar @ Farim Umar (3).*

A boutique consulting firm, Dibta specializes in 4 areas – Organization Learning & Development, Leadership & Followership, Culture & Change Management and Improvement & Innovation. Adly was Dibta Malaysia's CEO before moving to Dibta Group as COO managing the group's strategy, operations and facilitations in Asia and Europe, primarily China, Indonesia, Malaysia, Singapore, UK and Brunei.

Successfully

- ◆ led implementation of Maybank's **Hi-Pos leadership program** for First Time Managers and Middle Managers.
- ◆ co-designed and implemented Felda Global Ventures (FGV)'s **Masters in Management** (People Leadership) program for upcoming leaders. Conferred by Asia e-University (AeU).
- ◆ led the incorporation of **Asian Society for Corporate University (ASCU)** – a regional NGO to standardize the quality of Corporate Universities across Asia.
- ◆ led re-design of Action Learning Project (ALP) methodology for Dibta Group's Corporate University customers
- ◆ led strategic collaboration with a global Learning Technology company, Leadership Development implementation in Brunei, Corporate Innovation deployment in Malaysia, **Corporate University implementation** in Indonesia and others across the region.

ALPHA CATALYST CONSULTING — Kuala Lumpur (www.alphacatalyst.com)

Lead Consultant, Innovation Capability & Culture, Jan 2012 – May 2013: *Reports to CEO, Azim Pawanchik.*

ACC is a boutique consulting outfit which specializes in innovation management/governance consulting. Adly specializes in Organizational Innovation Capability & Culture.

Successfully

- ◆ co-designed, developed and implemented the first National Corporate Innovation Index (NCII – in partnership with Agensi Inovasi Malaysia) to inculcate **good innovation governance and culture**.
- ◆ designed the NCII Corporate Guidebook – to guide future corporate NCII participants.
- ◆ designed the Procurement and Purchasing chapters including Competencies required in the Open Innovation framework project for Multimedia Development Corporation (MDeC).

AGENSI INOVASI MALAYSIA (AIM) — Cyberjaya (www.innovation.my) – (1)

Vice President, Human Resources, Apr 2011 – Oct 2011: *Reports to COO, Abdullah Arshad (4).*

Employed on a 6 months contract with a new government agency, AIM to set up key HR policies and procedures (SOP).

Successfully

- ◆ co-designed & developed **Rewards scheme to attract best talent** for AIM in line with recommendations from McKinsey & Company. Scheme was approved by the Governance Council chaired by the Prime Minister.
- ◆ initiated & implemented **Recruitment and Assessment** policy & SOP in partnership with Pervisor Intl.
- ◆ established working relationships with key government agencies and academic institutions – Public Services Department (PSD), Talent Corp, Khazanah Nasional Berhad, UTM, UKM.

PROFESSIONAL EXPERIENCE (CONTINUED)

ISKANDAR INVESTMENT BERHAD (IIB) — Iskandar Malaysia (www.iskandarinvestment.com)

Vice President, Human Resources Development, Feb 2009 – Feb 2011: *Reports to EVP HR, Abdullah Arshad (3).*

The setting-up of the Southern Corridor Project – Iskandar. Led the formation of Learning & Development, Talent Management, Rewards Design & Management, Performance Management, Human Resource Information System (HRIS) and Document Management System (DMS) initiatives.

Successfully

- ◆ led **Talent Attraction/Retention** implementation including Rewards Review in partnership with Hay Group.
- ◆ developed and implemented **Talent Management policies & SOPs** including Succession Planning, Leadership Development and Talent Review Committees.
- ◆ set-up and **established IIB Learning Center** as a one stop center for Iskandar Region knowledge acquisition partnering multiple L&D service providers.
- ◆ led implementation of entire suite of **Human Resource Information System (HRIS)** and Document Imaging Centre for Document Management System (DMS) partnering with PeopleQuest and Recall Malaysia.
- ◆ implemented the first of its kind in Malaysia, the **Certificate of Real Estate Investment Finance (CREIF)** partnering with Asia Pacific Real Estate Association Pte Ltd (APREA)

MAYBANK BERHAD — Kuala Lumpur (www.maybank.com) – (2)

Head, Talent Management & Employee Services, Sep 2007 – Feb 2009: *Reports to EVP HR, Ahmad Fuad Zamri.*

Maybank was undergoing succession planning impasse where majority of Branch Managers and regional leaders were retiring Malaysia-wide. Employed on contract responsible to enhance the implementation of talent management initiatives and learning & development programs for Consumer Banking & Islamic Banking Sectors (14,000 employees).

Successfully

- ◆ led implementation of **Employee Differentiation Model** (Talent and Hi-Potentials identification, development & rewards) for Consumer Banking and Maybank Islamic Berhad
- ◆ led **Mission Critical Position (MCP) evaluation** exercise for 60+ Consumer Banking positions
- ◆ co-led **formation of Maybank Islamic Berhad** as fully fledged subsidiary of Maybank
- ◆ led inter and intra-band career progression exercise FY07/08 for 200+ Consumer Banking employees.
- ◆ led **Job Evaluation (JE – using Hay methodology)** exercise for 300+ key positions
- ◆ led transformation of **Assessment Centers** processes for Consumer Banking
- ◆ led clearing up of 1000+ back-logged confirmation exercise for Consumer Banking

TECHNIP GEOPRODUCTION (M) SDN BHD — Kuala Lumpur (www.technip.com)

Head, Human Resources Development, Apr 2007 – Sep 2007: *Reports to VP HR, Abdullah Arshad (2).*

Adly was hired on 6 months contract to transform the organizational development initiatives including Learning & Talent Management and Succession Planning in partnership with Development Dimensions International (DDI).

Successfully

- ◆ co-led the design of Technip's 3-year HR Strategy
- ◆ led the revamp of L&D Policies & SOPs
- ◆ led **TP Hotline implementation** as a channel for employee grievances
- ◆ led development component of Technip Talent Management initiative
- ◆ led **Hi-Potential identification** exercise for FY2007/2008

BANK ISLAM MALAYSIA BERHAD (BIMB) — Kuala Lumpur (www.bankislam.com.my)

Senior Manager, Head, HR Development, Apr 2005 – Apr 2007. *Reports to HR Director, Abdullah Arshad (1).*

Adly was employed to lead the HR Development transformation soon after BIMB's financial crisis in 2005/2006. Led Organizational Development, Learning, Talent Management, Succession Planning, Assessment Centre & Management Associate Programs

Successfully

- ◆ co-led design & development of the Bank Islam **HR 5-year strategy**
- ◆ designed and implemented the first Bank Islam **Learning & Development 5-year strategy**
- ◆ designed & implemented the **first Bank Islam Management Associate Program (BMAP)** to groom new leaders of the future. 40 successful executives and managers were groomed
- ◆ led Culture Transformation via development of the **new Bank Islam Core Values**
- ◆ designed and developed bank's first "**Code of Conduct and Ethical Policies**"

PROFESSIONAL EXPERIENCE (CONTINUED)

- ◆ led revamp of the bank's HR Policies & Standard Operating Procedures (SOP)
- ◆ led implementation of the **HR Hotline** for staffs input & feedback
- ◆ revamped TTT processes in-line with bank's transformation strategy
- ◆ led Educational Assistance program for continuing education for hi-potential employees
- ◆ led and coached the Learning & KM team in the **design & development of Bank's Functional & Leadership competencies**

A member of the Bank's Domestic Inquiry Panel

MAYBANK BERHAD (MAYBANK ACADEMY) — Kuala Lumpur (www.maybank.com) - (1)

AVP, Head e-Learning & Knowledge Management, Mar 2002 – Apr 2005: *Reports to VP L&D, Prim Kumar (2) & EVP HR, Zulkifli Itam.*

Maybank's strategy for the future is to build a corporate university with advanced learning & development methodologies based on e-Learning. Adly was employed to design, develop, implement, and manage alternative methods of Learning & Development Programs for Maybank Group.

Successfully

- ◆ co-designed Maybank Group **3-year Learning Strategy** and championed 3 key projects.
- ◆ led and completed the **Learning Management System** (LMS – flagship initiative for Maybank Group Knowledge Management: RM5 million project) implementation in partnership with SumTotal (previously Click2Learn USA). Named **MyCampus** – Still in use to-date.
- ◆ led **e-Learning implementation** for Maybank Group – 50+ courseware developed in the first year of implementation in partnership with NIIT, HCL and Accenture.
- ◆ establish partnership between Maybank Group Learning Centre and e-Learning providers and developers – NetG, SkillSoft, MindLeaders, Visa Business School, NIIT, Open University Malaysia (OUM), Multimedia University (MMU), InSite, Meteor, SecretLab.
- ◆ led **Competency Gap Analysis** tool design and implementation for 400 Maybank Sales and Service Centres (Retail Financial Services Sector)
- ◆ led ISO 9001 certification for Maybank's alternative methods of learning D&D and its implementation.
- ◆ led Systematic On the Job Learning (SOJL) initiative development
- ◆ managed learning value chain for IT, e-Channels (Maybank2U), Public Affairs, and Legal Departments as the departments' Learning Account Manager

MOTOROLA UNIVERSITY — Cyberjaya (www.intrarts.com/Motorola/index.shtml)

Sr. e-Learning Architect, Nov 1999 – Mar 2002: *Reports to Sr Regional Manager, Prim Kumar (1).*

Transferred from Motorola Penang to setup and co-manage the partnership between Motorola University and Multimedia University. Adly was responsible for e-Learning design, courseware development and their production.

Successfully

- ◆ spearheaded **micro-incubator for emerging Learning technologies** in collaboration with Malaysian Multimedia University (MMU)
- ◆ led, designed and developed learning solutions including **e-Learning courseware for Motorola global** partnering with MMU Faculty of Creative Multimedia, Sage Interactive
- ◆ led Management Trainees and internships program with Multimedia University – deployed trainees to various Motorola locations all around the world
- ◆ championed Intranet Immediate Instruction (i3) implementation. Deployed, facilitated developers' training, maintain, and administered video streaming e-learning system for Motorola University Asia – Tokyo, Hyderabad, Beijing and Singapore.
- ◆ **championed Virtual Classroom** (Master Trainer) implementation for Motorola Global.
- ◆ Led research on **Mobile Learning (m-Learning) technologies** incorporating newly-introduced GPRS network and latest Motorola phones.

The E-Learning Consultant for MU Asia-Pac and Motorola Asia Representative for Global E-Learning Community of Practitioners (COP). Also a speaker in various conferences on e-Learning

PROFESSIONAL EXPERIENCE (CONTINUED)

MOTOROLA PENANG — Bayan Lepas, Penang**Executive, HR Development/Training**, Mar 1996 – Nov 1999: *Reports to L&D Section Head, Cornelius Koh.**Responsible for Direct Labor L&D programs. Conducted Training Needs Analysis (TNA), designed & maintained Motorola Penang Intranet, and facilitated Office Productivity Software training.*

Successfully

- ◆ Designed, developed & implemented learning solutions for Motorola Penang including
 - IDE (Individual Dignity Entitlement – a Performance Management Tool) portal global access of Matrix and Dialogue
 - 5S Awareness and “ESD (Electrostatic Discharge) Awareness” e-Learning courseware
- ◆ Represented Motorola in learning, management systems & recruitment committees
 - Motorola University’s **Global Web Master** and HR Asia-Pac Web Technical Committee
 - Business Process Committee member for MU’s online training administration system
 - Motorola Penang annual recruitment drive – Universiti Teknologi Petronas
- ◆ Led various change management project including
 - 5S program (Housekeeping method) implementation factory-wide
 - first live virtual team building program for Motorola University Asia
 - Cognitive Research Trust (CoRT) Thinking training program implementation.

Trainer and facilitator for Motorola key initiatives – Learning Map, CoRT Thinking (Edward DeBono Creativity program), MS Office, HTML, 5S, New Hire Orientation Program

Implemented joint-HR development-agreement with Penang State Customs’ Department.

Co-founder of Motorola Penang T.R.A.I.N.E.R.S Club.

Led in-house **Learning Management System** development and implementation**PETRONAS REFINERY (PPM) — Sungai Udang, Malacca (www.petronas.com)****Executive Industrial Chemist**, Jun 1995 – Dec 1995*Responsible for wastewater, boiler water and petroleum products testing. Involved in the setting up of on-line database SQL Lab Information Management System (LIMS). Facilitator for the pioneer Quality Control Circle (QCC) group at PPM***BLATTNER GENETICS LABORATORY — Wisconsin, USA (www.genetics.wisc.edu)****Research Assistant**, Apr 1991 – May 1993*Responsible for intermediate product of research (Human Genome Project) and darkroom operation*

OF NOTE

- Co-designed and implemented 2 critical innovation governance programs for Malaysian Government – the Intellectual Capital Future Check (ICFC) and the National Corporate Innovation Index (NCII)
- Successfully designed and implemented Talent Analytics and HR Change Management Processes for MIGHT and UDA Bhd, Yr. 2011
- Designed & Developed Leadership Competency Framework for Takaful Nasional Sdn Bhd, Yr. 2004
- Visiting Lecturer for Multimedia University (MMU) in Communications Technology for Masters in Knowledge Management program, Yr. 2004
- Key team member in the development of a proposal – “Leadership Development Process for Malaysian Government” to the former Prime Minister, Tun Mahathir Mohammad, Yr. 2002
- IT savvy individual with experience in various e-Learning systems, Video streaming technologies, HR Systems and Learning Management Systems (LMS). Adaptable in various situations requiring IT interventions.
- **Student Leader** in both high school and university levels – University of Wisconsin USA – VP, Malaysian Student Association; PPP-ITM – Treasurer, Student Association; **Royal Military College – Senior Under Officer (SUO)**.
- Active athlete in high school, university and company levels – RMC; U-18 Sri Petaling District Volleyball player, U-15, U-18 100m sprinter, U-19 long jumper, U-15, U-18 Badminton player; University of Wisconsin, USA – Badger State Badminton player; Motorola, Maybank, Bank Islam – company badminton player.
- Merit Award Recipient for **Outward Bound Course (OBS) Lumut Batch 327**

AWARDS

2000 – Motorola Customer Satisfaction Award for Virtual Classroom Implementation
2000 – Motorola Value Added Services Award for Online Games based training program
1999 – Motorola Creativity Award for Motorola University Online Launch
1999 – Motorola President's Award for Innovation: Training Administration System
1999 – Motorola Cycle Time Reduction Award for Motorola University Business Processes Reengineering

EDUCATION

UNIVERSITY OF WISCONSIN– Whitewater, WI, USA

BSc. (Major: Chemistry, Minor: Mathematics) CGPA : 3.07/4.00, 1995

UNIVERSITY OF WISCONSIN – Madison, WI, USA

Chemical Engineering, 1993

SUNY Buffalo, PPP-ITM – Subang Jaya

American Associate Degree (AAD) CGPA : 3.36/4.00, 1991



ROYAL MILITARY COLLEGE (RMC) – Sungei Besi, Kuala Lumpur

Sijil Pelajaran Malaysia (SPM) Aggregate : 12 (6As), 1988

Certified Facilitator for Innovation Jumpstart Program (NCII)

Certified Facilitator for Innovation Essentials Program (NCII + ROI)

Certified Trainer for CoRT Thinking (Edward De Bono Creativity program)

Certified Trainer for Learning Map

Certified Trainer for 5S

HIGHLIGHTS OF TRAINING/CERTIFICATION

- Design Thinking Innovation Ambassador (DTIA) Program (Genovasi/Hasso-Plattner) 2018
- Implementing ROI in Organizations (ROI Institute) 2013
- Certified in Leadership Architect 101, Voices 360 Feedback (Lominger/Korn/Ferry) 2010
- Certified Targeted Selection practitioner (DDI) 2008
- Development Coaching (DDI) 2008
- Job Analysis & Job Evaluation Workshop (Hay Group) 2008
- Anti-Money Laundering 2005
- The Learning Facilitator 2003
- Fast Track Instructional Design Certification 2002
- Training Needs Analysis Certificate 1997
- On the Job Instructor Certificate 1997
- Hands-on JAVA Programming 1997
- Cognitive Research Trust (CoRT) Thinking Train-the-Trainer 1996

PERSONAL

51 years YOUNG, with two (2) beautiful and cheeky grown-up monsters
Blessed with a 35-year-old body and wisdom of a 95 year old