

ALIAA NABILA BINTI MOHD NOR

1-6-2, Kiara View Condominium,
Jalan Datuk Sulaiman 6,
Taman Tun Dr. Ismail, 60000, Kuala Lumpur
aliaa.mohd.nor@gmail.com | +6019676 4420

SUMMARY

Aliaa is a highly skilled professional with a diverse background in multiple fields. Her expertise in sustainable development, policy analysis, stakeholder engagement, social frameworks, and impact assessment for ESG issues has enabled her to promote equitable outcomes for all stakeholders. With a collaborative approach and strong analytical skills, Aliaa has a proven track record of delivering positive impact and creating value for both organizations and society at large. Her multidisciplinary education and professional background have provided her with a colourful career portfolio that allows her to work with purpose, clarity, and flexibility. Aliaa is dedicated to leveraging her expertise to tackle complex challenges and drive sustainable change.

PROFESSIONAL EXPERIENCE

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| 12/2023 – Present | Knowledge Platform and Advocacy Lead
URBANICE MALAYSIA <ul style="list-style-type: none">• Leading the knowledge sharing and knowledge transfer initiatives aimed at promoting sustainable urbanization. This involves creating and managing diverse training programs and discussions such as SDG Deep Dive and Urban Labs, aligning different sectors with SDGs ESG and GRI, and organizing roundtable meetings.• Leading the Malaysia SDG Cities for Sarawak Chapter and spearheading the development of the SDG Roadmap for 24 Local Councils of Sarawak• Lead coordinator for Malaysia Urban Forum (MUF) 2023 and the Women Assembly at MUF, which includes multi-sectoral and multistakeholder coordination and engagement and development of the MUF program. |
| 06/2021 – 12/2023 | Senior Executive, Malaysia SDG Cities
URBANICE MALAYSIA <ul style="list-style-type: none">• Project managed and engage stakeholders on the localisation of the United Nations Sustainable Development Goals (UN SDGs) for 8 Cities in Malaysia• Lead and published the COVID-19 Impact and Economic Recovery Study Project for Subang Jaya• Co-lead the Women Assembly and Business Assembly for Malaysia Urban Forum 2022 & 2021 |
| 02/2019 – 06/2021 | Consultant Analyst
Mobility and Supply Chain, FROST AND SULLIVAN <ul style="list-style-type: none">• Managed a team of 3 – 5 consultants on various supply chain projects.• Contributed to securing a USD 150K cold chain project in Thailand.• Published 4 market research papers concerning the ASEAN supply chain and logistics industry.• Consulted and developed dynamic business plans and market entry strategies for various Japanese and Korean companies in the field of renewable energy, transportation, logistics, and defence. |

- Employed qualitative research techniques to help clients understand market trends, customer preferences, and competitor analysis for the courier, lubricant, and wind industry.
 - Consulted external vendors to identify and keep up with the best practices and innovative solutions for the road transport and logistics industry.
- 12/2016 – 01/2019 Senior Executive**
Cities Transformation Programme, MYHSR CORPORATION SDN BHD
- Led and project manage the Low Carbon City Programme for the 7 HSR cities
 - Developed sustainability cities strategy for Kuala Lumpur High-Speed Rail (KL- SG HSR) corridor – performed a comparative analysis on local government sustainability plans and policy, conducted engagement with stakeholders, and created high-level action plans for project implementation.
- 08/2015 - 11/2016 Corporate Strategy and Planning Executive**
Corporate Affairs, ERALAB SDN BHD
- Supported management in strategy development for ERA Lab's change management efforts.
 - Led team attaining ISO 9001:2015 accreditation
 - Led team in securing 3 financing schemes (SME Bank, MARA, and MIDF) for the company's expansion, e.g. building and equipment purchase.
- 03/2015 – 06/2015 Research and Advocacy Assistant**
ACTION FOR COMMUNITY DEVELOPMENT CENTRE, HANOI, VIETNAM
- Supported Advocacy Lead in developing training materials on disability rights in line with international conventions
 - Conducted data collection and synthesis on disabilities types and issues faced by the communities in Central Vietnam
- 04/2013 - 08/2013 Enterprise Transformation Executive**
Strategy and Transformation, BURSA MALAYSIA BERHAD
- Supported the strategic planning team in change management and organizational change program.
 - Conducted business process improvement (BPI) for the Corporate Social Responsibility Department.

EDUCATION

- 2013 - 2014 MA in International Cultural Policy and Management,**
University of Warwick
- Scholarship: Yayasan DayaDiri
 - Dissertation: The Representation of Refugees and Asylum Seekers (RAS) in the Malaysian Media
- 2008 - 2012 BHSc. in Political Science and Psychology (Honours)**
International Islamic University Malaysia
- Award: International Islamic University Malaysia Rector List Award
 - Research paper: Internationalisation of Malaysian Higher Education Institution under Pelan Strategik Pengajian Tinggi Negara (PSPTN)