

RUI FANG BOEY

adeline_brf@yahoo.com · (+60) 17 394 9155

EXPERIENCE

MAR 2021 – PRESENT

SENIOR MANAGER, GROUP PEOPLE & CULTURE, IOI PROPERTIES GROUP

Main roles and responsibilities

1. Functional lead in driving and managing the Group's performance management and rewards initiatives
 - a. Drive the Group's performance management programs
 - i. Develop and implement Group-wide initiatives to continuously drive a high-performance culture through performance management
 - ii. Plan and implement all the milestones in the performance management cycle
 - iii. Revamped, re-designed, and introduced a new standardized performance management framework for the Group
 - iv. Developed and implemented a series of communication programs for the new performance management system
 - v. Established organizational, divisional, and individual scorecards, cascaded from the Group's strategic imperatives, for all positions and roles within the Group
 - b. Drive the Group's compensation and benefits initiatives
 - i. Design and implement Group-wide rewards initiatives that are aligned with the Group's strategic plan
 - ii. Review and develop remuneration strategies and policies for the Group
 - iii. Evaluate and harmonize the compensation and benefits programs and practices across the Group
 - iv. Responsible for the compensation benchmarking and review of salary structure exercise
 - v. Full accountability in the annual salary review, performance-based bonus, and promotion exercise
 - vi. Established a salary structure for the Malaysian market within the Group
 - c. Review, develop, and harmonize HR practices and policies across the Group
 - i. Deep dive into each industry practices within the Group for better alignment and harmonization
 - ii. Streamline, develop, and maintain HR related policies and procedures that cuts across the Group
2. Planning, management and implementation of the Group's HR digital transformation journey
 - a. Primary custodian for the HR function's digital resources
 - b. Project-manage all HR related systems implementation and enhancement initiatives
 - c. Design and develop communication plans for an effective change management implementation
 - d. Develop and maintain user manuals for all applicable HR systems
 - e. Successfully implemented a new Performance Management System for the Malaysian market
3. Responsible for the People Services function in delivering HR transactional, payroll, and benefits administration services
 - a. Full accountability in managing and delivering HR transactional services efficiently and effectively
 - b. Review and continuously improve the People Services function's service delivery that would improve internal customer experience
 - c. Consolidate and streamline all HR transactional practices across the Group
 - d. Develop and design templates for people analytics to enable better decision making

DEC 2018 – FEB 2021

MANAGER, GROUP ORGANIZATION DEVELOPMENT, SUNWAY HOTELS & RESORTS

Main roles and responsibilities

1. Planning and implementation of the Hospitality Group's talent management and organizational change management initiatives
 - a. Implement and manage the Group's talent management programs
 - i. Champion the implementation of annual talent review program across the Group
 - ii. Monitor individual development progress of targeted high potential employees
 - iii. Designed and introduced a new graduate placement program for the Group
 - b. Drive the Group's performance management programs
 - i. Develop and implement Group-wide initiatives to continuously improve the performance management programs

- ii. Develop individual KPIs, cascaded from the organization's strategic imperatives, to all Head of Departments across the Group
 - iii. Revamped and implemented a new standardized performance management system across the Group
 - iv. Developed and conducted targeted communication programs for the new performance management system
- c. Develop common standards of HR practices across the Group
 - i. Establish and disseminate standardized HR guidelines and manuals that serve as reference documents across the Group
 - ii. Review and maintain HR related policies and procedures
- 2. Implementation of the Group's compensation and benefits initiatives
 - a. Responsible for the compensation element of the organization
 - i. Responsible for the annual review of salary structure
 - ii. Collaborate with respective subsidiary HR teams for an effective implementation of performance-driven bonus, increment and promotion process
 - iii. Developed communication materials for the introduction of a new job grading structure
 - iv. Conducted departmental organization structure review following the implementation of new job grading structure
 - v. Established a job family library for the Hospitality Group
 - vi. Developed a mechanism for effective tracking of Group's human capital cost
 - b. End-to-end accountability of the organization's benefit offerings
 - i. Project-led the review and harmonization of employee benefit programs across the Group
 - ii. Collaborated with respective subsidiary HR teams for effective implementation and execution of new and/or reviewed benefit programs
- 3. Functional lead for the implementation of a new HR system
 - a. Project-manage the end-to-end implementation of a new HR system across the Group
 - b. Review and resolve issues raised by the project team
 - c. Oversee the execution and implementation of a new HR system across the Group
 - d. Design and develop communication plans for an effective implementation

DEC 2017 – DEC 2018

MANAGER, COMPENSATION & BENEFITS, DKSH MALAYSIA

Main roles and responsibilities

- 1. Implementation of the organization's compensation and benefits initiatives
 - a. Responsible for the compensation element of the organization
 - i. Responsible for the submission of annual compensation survey
 - ii. Conducted salary benchmarking and people expenses cost analysis exercises
 - iii. Managed the annual salary review and bonus pay-out process
 - b. End-to-end accountability of the organization's benefit offerings
 - i. Full accountability in managing employees' health insurance scheme
 - ii. Project-managed the implementation of corporate health and wellness initiatives
 - iii. Co-led in creative designing of employee benefits offerings that complement current benefit package at minimal cost to the organization
- 2. Responsible for human resource related communications with internal stakeholders and monthly announcements to all employees
- 3. Development of departmental strategy and presentation decks for internal and external stakeholders
 - a. Prepared departmental strategy and presentation decks for Country Management Team's monthly meetings
 - b. Prepared materials for Country HR Director's presentation in bi-annual country town hall meetings

Other accomplishments include

- 1. Submitted an entry for Asia Recruitment Awards 2018 that won DKSH a Gold Award
- 2. Project-managed the award submission through bespoke employee engagement survey that named DKSH one of the best companies to work for in Asia in 2018
- 3. Submitted an entry for MIHRM Malaysia-International HR Awards 2018 that won DKSH a Gold Award

JUL 2016 – DEC 2017

**ASSISTANT MANAGER, TALENT MANAGEMENT & ORGANIZATIONAL DEVELOPMENT,
GAMUDA BERHAD**

Main roles and responsibilities

1. Implementation of the Group's talent management and organizational change management initiatives
 - a. Responsible for the Group's talent management and leadership development programs
 - i. Co-designed the enhanced high potential talent pool and succession planning framework
 - ii. Project-managed the implementation of leadership development assessment for top management across the Group
 - iii. Championed the implementation of Group-wide career planning exercise
 - iv. Oversaw the end-to-end management of Gamuda's graduate placement program
 - b. Drive employee engagement and retention initiatives
 - i. Project-managed the implementation of the Group's first employee engagement survey
 - ii. Collaborated with various teams across the Group to create awareness and drive the adoption rate of Gamuda's core values
 - iii. End-to-end accountability of the employee recognition program in alignment with Gamuda's core values
 - c. Functional lead for Gamuda's scholarship program
 - i. Responsible for candidates' selection and award
 - ii. Process improvement of the scholarship selection process and overall life cycle
 - iii. Responsible for program budget and fund payments
 - iv. Monitored academic progress of award recipients and provide counseling when deemed necessary
 - d. Responsible for the Group's flexible working arrangement initiative
2. Responsible for human resource related communications with internal stakeholders

DEC 2013 – JUN 2016

SENIOR ASSOCIATE, HUMAN CAPITAL, ASTRO MALAYSIA HOLDINGS BERHAD

Main roles and responsibilities

1. Functional lead for internal and external stakeholders' engagement in building talent pipeline for Astro
 - a. Oversaw the Astro's Internship Programme, including selection, placement and process improvement of the program lifecycle
 - b. Developed and maintained university relations to build the employer brand and maintain a healthy stream of talent supply for Astro
 - c. Responsible for internal and external human resource related communications with internal and external stakeholders through Astro's career website, social media, recruitment related advertisements and other communication channels
 - d. Spearheaded the revamp of Astro's career website
 - e. Responsible for team budget and expenses
2. End-to-end accountability of Astro's graduate placement program
 - a. Enhanced program design and process improvement of the graduate program life cycle
 - b. Designed and implemented the new Finance specialist stream of the graduate program
 - c. Responsible for candidates' selection and placement
3. End-to-end accountability of Astro's scholarship program
 - a. Responsible for candidates' selection and award
 - b. Process improvement of the scholarship life cycle
 - c. Responsible for program budget and fund payments
 - d. Monitored academic progress of award recipients and provided counseling when deemed necessary
4. Development of Human Capital's communication materials for senior management meetings and organization-wide project
 - a. Prepare Human Capital's strategy and presentation decks for Board of Director's meetings
 - b. Prepare weekly progress update of organizational-wide restructuring activities to senior management meetings
 - c. Act as a functional project manager in driving Human Capital's milestones with regards to the setup of a new joint venture company
5. Implementation of employee engagement and retention initiatives
 - a. End-to-end accountability of the employee recognition program
 - b. Responsible for Human Capital's internal communication content

Other accomplishments / responsibilities include

1. Maintained, monitored and reviewed Human Capital's divisional budget
2. Setup and rolled-out an online Conflict of Interest declaration system
3. Submitted an entry for HR Excellence Award 2014 that won Astro a Gold Award
4. Submitted 4 entries for Asia Recruitment Awards 2015 that saw Astro clinching 2 Gold Awards, 1 Silver Award and 1 Bronze Award

NOV 2012 – NOV 2013**SENIOR EXECUTIVE – HUMAN RESOURCES, GAMUDA BERHAD****Main roles and responsibilities**

1. End-to-end accountability of Gamuda's graduate placement program
 - a. Process improvement of the graduate program life cycle
 - b. Responsible for candidates' selection and placement
 - c. Monitored employees' progress throughout the program
 - d. Co-championed skills development through experiential learning such as Graduate Exchange Program to joint venture partners
2. Implementation of Talent Management and Engagement initiatives in Gamuda Group
 - a. Designed and implemented the new performance management system
 - b. Prepared training materials and communication decks for the new performance management system
 - c. Conducted listening exercises with employees as input for compensation & benefits enhancement initiative
 - d. Successfully implemented the Personal Data Protection Act (PDPA) compliance exercise throughout the group
 - e. Conducted HR briefings to all employees with regards to the implementation of the PDPA
 - f. Co-championed the Mentoring initiative in the group

JUN 2010 – OCT 2012**EXECUTIVE, EMPLOYEE ENGAGEMENT & WELLNESS, KPMG****Main roles and responsibilities**

1. Planning and implementation of employee engagement activities
 - a. Planning of Wellness and Diversity Program annual calendar activities
 - b. Vendor selection and negotiations to obtain attractive programs and packages for employees
 - c. Improved internal communications through revamping of internal portals
 - d. Responsible for HR's internal communication content
 - e. Provided support for the execution of bi-annual engagement surveys
 - f. Key HR representative in the sports and recreational club to organize family days and annual dinners
 - g. Organizational diagnosis through exit interviews
 - h. Kept future employees engaged through the Firm's Facebook page
2. End-to-end management of employee professional development sponsorship
 - a. Process improvement of the professional sponsorship life cycle
 - b. Responsible for enrolments, payments and maintaining employees' training contracts
 - c. Monitored employees' progress in their professional development
 - d. Provided counseling when deemed necessary
3. Backend management of the Firm's Education Trust Fund
 - a. Process improvement of the sponsorship life cycle
 - b. Monitored academic progress of fund recipients
 - c. Responsible for fund payments and repayments of study loan
 - d. Provided counseling when deemed necessary

Other accomplishments / responsibilities include

1. Reviewed Firm's policies and benefits
2. Maintained the e-Leave system
3. Participated in numerous recruitment drives
4. Regularly conducted new staff orientations
5. Submitted an entry for MIHRM Malaysia-International HR Awards 2018 that won KPMG a Gold Award

JUN 2007 – JUN 2010

EXECUTIVE – HUMAN CAPITAL DEVELOPMENT

SUNWAY MANAGEMENT TRAINEE, SUNWAY CITY BERHAD

Main roles and responsibilities

1. Planning and implementation of the annual performance management cycle
 - a. Completed the Balanced Scorecard project to complement the annual performance management cycle
 - b. Cascaded company goals and objectives from the Managing Director level to individual scorecard and KPIs for every employee
 - c. Ensured all performance reviews were completed on time for all employees
 - d. Trained more than 200 employees with regards to the performance management system
2. Implementation of employee engagement and retention initiatives
 - a. Successfully implemented town hall meetings to improve top-down communication and served as a platform for feedback gathering from employees
 - b. Introduced the employee recognition program

Other accomplishments / responsibilities include:

1. Process improvement of the monthly salary analysis and monitoring of the company's productivity ratio
 - a. Prepared departmental business plans and annual budget
2. Attended to employees with regards to human resource related inquiries and complaints
3. Submitted an entry for MIHRM Malaysia-International HR Awards 2018 that won Sunway City a Silver Award
4. Appointed as the Sunway Group's Sports Club committee member
 - a. Jointly organized employee engagement activities for more than 10,000 employees in Sunway Group
 - b. Among the activities include trips, sports carnivals, CSR activities, annual dinner and family day
5. Selected as the committee member for the Sunway Group's annual Managerial Conference
 - a. Ensured the smooth running of the whole audio-visual portion of the conference involving almost 2,000 employees consisting of participating managers for the whole Sunway Group

EDUCATION

2007

BACHELOR (HONS) IN INFORMATION TECHNOLOGY

GRADUATED WITH FIRST CLASS HONOURS, UNIVERSITY OF MALAYA (UM)

LANGUAGES

- Spoken & written English and Bahasa Malaysia
- Basic spoken Chinese