

SAYEED ISMAIL



Summary

Sayeed is a passionate HR professional who experts in Reward and Performance Management. He began his career in engineering back in 2003 with two Japanese companies for 6 years. In 2009, he joined QSR and he was moved into HR as a HR Executive where he found his passion and career growth. He spent 6 years with QSR and his career in HR capacity grew tremendously with the last position was HR Manager. He joined Aeon Big (M) to focus on C&B, then worked with Ramsay Sime Darby Healthcare for 3.5 years and currently he served for SBM Offshore where he is leading the Reward function for Asia Region. He has done many things in his roles' capacity including salary benchmark, salary bands, job evaluation, role profile & etc. He is also knowledgeable in Company Transformation Program, Project Management, Succession Planning, HR Budget exercise, Employee Engagement Survey, Focus Group & etc. Sayeed speaks and communicates well and is essentially looking for next career growth.

Profile

Age:
41

Marital Status:
Married

Gender:
Male

Nationality:
Malaysian

Contact

Address:
Primer Garden Town, U9

Phone:
019-3306928

Email:
sayeed.arifin@gmail.com

Employment Summary

Duration	Company	Position
Apr 2022 - Present	Affin Hwang Investment Bank Berhad	Senior Vice President
2019 – Apr 2022	SBM Offshore	Regional Reward Specialist
Apr 2016 – Dec 2019	Ramsay Sime Darby Healthcare	Lead, Performance & Rewards
2015 – 2016	Aeon Big (M)	Rewards & Benefits Manager
2009 - 2015	QSR Brands Bhd	HR Manager
2006 - 2009	Maypak (Toyo Seikan)	Senior Executive
2003 - 2006	National (Panasonic)	Assistant Engineer

Education

Diploma In Mechanical Engineering - 2002
Ungku Omar Polytechnics, Ipoh
HR Certification by EMC Training (2010 – 2012)
Under Johor Corporation – 6 modules

Skill Highlights

- Performance Management & KPI
- Compensation & Benefits
- Succession Planning
- Project Management
- Job Evaluation
- HR analytics; Vlookup, Pivot & HR database
- Companywide Salary Review Exercise
- Employee Engagement
- HR Budget
- Manpower Planning
- HR Transformation
- Job exposure with 5 different industries; O&G, Manufacturing, F&B, Retail & Healthcare
- Good presentation skills
- Compensation and benefits exercise (Korn Ferry, Mercer & AON)

Career Profile

Senior Vice President, Reward, People Services & Human Relation - Present

Affin Hwang Investment Bank Berhad

Report to Chief People Officer

Leads, directs and manages, Reward, People Services & Human Relations functions, the system, policies, processes and control established for:-

- **Compensation and Benefits**
- **Human Resource Information Systems**
- **Regulatory Reporting**
- **Human Relations**
- **Payroll**

Regional Reward Specialist (*with Additional role of International Mobility*) - 2019 – Apr 2022

SBM Offshore

Report to Group Reward Director

Report to Group International Mobility Director

Functional Reporting to Country HR Head

Summary of achievements

- Successfully introduced the new Job grading structure that splitting between core & support functions for Asia Region; Malaysia, Singapore, China & India
- Developed and established Pay Bands Policy for Asia Region (4 countries)
- Successfully implemented fully integrated online Reward Module by using the SAP system for Asia Region (3 countries)
- Successfully executed special budget exercise for KL & SG in relation to Covid Pandemic situation.
- Successfully extended to India as a new location to adapt into online reward module for 2021.
- Introduced Retention Bonus for Key People for SBM KL
- Introduced online promotion exercise for Asia Region
- Successfully introduced the updated version of SBM KL Employee handbook that contains of 15 policies.

Summary of Key Roles

- i. The role is a regional scope and cover overall reward processes across Malaysia, Singapore, China and India.
 - ii. Responsible for developing key tasks in line with reward strategies and working in line with senior management to design, implement and monitor reward programmes.
 - iii. Leading Annual Reward Campaign for Asia Region to ensure the objective that has been sets is achieved.
 - iv. Take a lead to cover Global International Mobility policies for Malaysia and Singapore
 - v. Provides centralized guidance to Country Head of HR, Local HRBPs / Head of Department / Managers about the SBM Performance Management System to ensure consistency across all entities/ business units
 - vi. Take a lead as a person in charge in HR to prepare on the overall HR annual and quarterly budget i.e. in term of finalizing the headcount by entity / div. / dept. and overall employee cost
 - vii. Stay abreast of best practices and recommend current and relevant updates to company compensation programs and its policies.
- i. The role is a regional scope and cover reward processes, benefit and international mobility and related projects across Malaysia, Singapore, China and India.
 - ii. Act as person in charge for KL & Singapore to manage the international mobility scope locally and align with Group International Mobility.

- iii. Provide HRBP with salary proposal recommendations for the SBM hiring.

Lead, Performance & Rewards - 03/2016 to 12/2019

Ramsay Sime Darby Healthcare

Report to Group Head, People & Culture & Transformation

Summary of achievements

- Successfully introduced the new Job grading structure for 3 divisions; Nursing, Allied Health & Support Service
- Successfully introduced and updated Company Compensation Packages i.e. Introduce Critical Allowance for Nurses, Introduce Adhoc Elective Surgery, Updated Locum rate for Medical Officer, Updated Post Basic allowance for Registered Nurses, Enhanced Degree Allowance for Nursing Division, Introduced Critical Allowance for Pharmacist & etc.
- Successfully reviewed Nursing pay for the entire BUs in Y2016. (to ensure our Nurses' pay remains competitive – Top 3 in the Central Region)
- Developed Per-diem hourly rates that applicable for all Ramsay Sime Darby Hospitals. (Total 100 positions)
- Introduced Education Sponsorship Program with the aims to promote higher education and also retain the high performers
- Successfully revamped the Company Business Travel Policy to ensure that its remain competitive as per market & reflect the actual practices / environment
- Successfully revamped the Company Mobile Phone Benefit Policy to improve business Efficiency and also improve BU's accountability
- Successfully converted the Petrol Card Benefit into the allowance base
- Successfully revamped the new KPI & Performance management framework
- Developed the new format of Performance Appraisal for Non-Executive & Executive level (for both Category Nursing & Management)
- Successfully carried out companywide Performance Management System briefing (Total 15 sessions across all Business Unit approximately 2,300 people)
- Successfully achieved the KPI of managing the total utilization of employee medical expenses costs
- Introduced Wellness Program & also Ramsay Sime Darby Sports Competition to promotes wellness & healthy lifestyle among the employees
- Introduced Productivity Sharing Program Incentive which is to reward those people who less utilize the medical benefits and at the same time actively participate in Companywide Wellness Program
- Take a lead as a PIC for HR to prepare on the overall HR annual budget
- Successfully achieved Zero noncompliance for HR Audit by the external auditor for 4 consecutive years.
- Lead, working committee for Companywide Performance Management

Summary of Key Roles

Scope 1: Performance Management

- iv. Long Term Roadmap to build and sustain High Performance Culture
- v. Provides centralized guidance to Head of Department / Managers about the RSD Performance Management System to ensure consistency across all entities/ business units
- vi. Manage the calendar year of Performance Management cycle and its activities from planning, implementing, facilitating and reviewing all processes (end to end)
- vii. Provide guidance, instruction, direction on the RSD Performance Management System to to Head of Department / Managers.
- viii. Review and recommend the framework so that it's align with Business Objectives.
- ix. *Provide quality training to RSD employees to build and sustain the "High Performance Culture".*
- x. Performance Appraisal & c

Scope 2: Rewards

- i. Lead the annual Salary Inc

- Ensure overall adherence to approved budget.
- ii. Ensure compensation related programs are compliant with related compensation labor laws and regulations.
- iii. Stay abreast of best practices and recommend current and relevant updates to company compensation programs.
- iv. Maintain a working knowledge of healthcare industry and to balance it between governance control and management agility.
- v. Monitor and evaluate the company's benefits programs, including medical benefits plan, insurance programs and etc.
- vi. Deliver on business needs, prioritizing key requests and ensuring alignment and understanding
- vii. Lead the salary & benefits benchmarking exercise with AON Hewitt survey.
- viii. Managing end to end rewards and benefits including benefits alignment to business strategy and culture goals. Conduct review, benchmark and propose for simplification process and improvement
- ix. Prepare compensation package proposal for new hires (Executive & above) to attract potential talents to be part of the RSD family.

Scope 3: Job Evaluation & Grading

- i. Review and evaluate roles by conducting job evaluation exercise as and when needed
- ii. Provide HR leader with grade recommendations based on AON Hewitt methodology and evaluation.
- iii. Facilitate the process of updating job description by coaching the HR Business Partners

Scope 4: HR policies & procedures

- i. Take lead to review HR policies – especially on compensation.
- i. Develop recommendations for improvement of Human Resources' operating standards, procedures, rules and regulations.

Scope 5: HR Database

- i. *Responsible* for implement and maintaining HR system to gather, analyze, store, maintain and retrieve employee information in order to effectively manage the business and its information.
- ii. Provides monthly reports to SMTs on the headcount, resignation, Productivity, internal transfer, medical expenses & etc.

Scope 6: HR Operations

- i. Participate and support HRBPs in any related operation processes that related to improvement Analyses statistical data and reports to determine causes and develop recommendations for improvement of policy, procedures, rules and regulations.
- ii. Performs other duties and tasks as assigned by Superior

Scope 7: Sustainability Talent Pipeline Program

- i. Work closely with the hospital to identify high potential employees to be develop & groom
- ii. *Design Talent-pipelines program to attract high potential employees, so that they are excited to be part of the program.*
- iii. *Collaborate & work closely with Government agency*
- iv. Review & monitor the whole program status & effectiveness

Scope 8: HR Budget

- i. Facilitate annual planning companywide budget exercise for HR department.
- ii. Plans and carries out budget procedures including monthly monitoring of department expenditures and and communicates monitoring status to management.
- iii. Develops and maintains HR budget monitoring models and coordinates production of the formal monitoring report.
- iv. Provides support for HR leaders and assists with special studies that require data compilation; analyzes and interprets information in oral and written presentations.

Rewards & Benefits Manager - 02/2015 to 03/2016
Aeon Big (M)
Report to General Manager, Human Resource

Summary of achievements

- Successfully revamped the new KPI & Performance management framework to the utmost level of satisfaction
- Developed the new format of Performance Appraisal for Operation team & Support Service team
- Successfully launched and briefed the new framework of KPI & PMS through the Performance Management Training sessions which covers all Stores & departments.
- Developed and introduced Talent Pipeline Program for Store People with the objective to attract the best talent, retain those individuals, and develop them through well-targeted development efforts

Summary of Key Roles

Scope 1: Performance Management & Rewards, HR

Scope 2: Compensation Industry Market Survey

Scope 3: Review HR policies & procedures

Scope 4: Succession Planning
Reported to Succession Planning Committee

Scope 5: Employee Movement

Scope 6: Employee Benefits

Scope 7: Expatriate Management

HR Manager - 2009 to Jan 2015
QSR Brands Bhd
Report to General Manager, Human Resource

Summary of achievements

- Identified as 10 young Key Talents across the Company (age below 35)
- Work closely with the Restaurant CEO and successfully formulated the new KPI, Performance management & reward system.
- Developed the new format of PA for Restaurant Operation (above managers & below managers) & Restaurant Support Centre (Executive & Non Executive)
- Successfully launched the new framework of KPI & PMS through Townhall sessions
- Successfully introduced a first time initiative, individual KPI across the organization.
- Regularly updates, monitor on the progress of "High Performers", "High Potentials" to ensure the program achieve the objective sets.
- Helped established the company core values & successfully launched & promotes this initiatives throughout the organization.
- Developed the roll-out strategy for company core values. i.e. introduced Trainer & trainee modules, recognition cards, recognition pins, Guiding Principles Champions & etc.

- Produced Quarterly analysis and presentation slides of the Group & divisional KPIs for Senior Leadership Meeting
- Work closely with MIS team to enhance the e-appraisal system due to change of PMS framework as well as to enhance user's experience.
- Work collaboratively and proactively with all business units to achieve and run the Transformation program. Achieved cost savings of RM 20 million for 2014.
- Developed and introduced HR e buzz (e-newsletter) for both brands KFC & Pizza Hut as part of engagement strategies with Restaurant staff.
- Work collaboratively with the agency to come out for awareness videos for Company core values.
- Introduced the first time event, QSR Sports Carnival which successfully been organized from March to April.
- Work closely with the Restaurant CEO, Head of HR and SLT and successfully launch the Guiding Principles Program to employees
- Successfully introduced and implemented the employee wellness program through collaboration with outside brands.
- Developed proposal and framework to organizing 'teh tarik session' with CEO
- Established a clear rewards i.e. bonus, annual increment, staff promotion to enhance the overall performance management system.
- Developed and introduced the automated e-appraisal system which help the line managers to conduct effective performance review.
- Developed and introduced trainer & trainee modules for e-appraisal system.
- Driving HR initiatives and follow-through the implementation stages. Achieved avoidance cost RM 3.2 million.
- Worked collaboratively with head of business units to identified key talents across the organization. (Succession Planning)
- Strengthened the process of developing capabilities of key talents through well-structured system.
- Successfully conducted external compensation & benefits benchmarking analysis (Mercer System)
- Been appointed as a Secretary of QSR Sports Club
- Helped launch the HR Portal. Involved from setting up requirement, testing, come-out with user guide modules and etc.
- Driving HR on ISO 9001:2008 project from the beginning until been accredited.
- PMS enhancement through awareness and sharing session activities within the organization
- Project Manager for HR events i.e. Employee Appreciation Day, Employee Promotions & etc.
- Strengthened HR process through analysis & review activities.
- Work closely with Training unit to reduce turnover%.
- Established the Best Practices program. Also successfully rolled-out this program across the business units.
- More than RM 9 million cost savings were achieved from the initiative of cost savings projects, from 2009 to 2011.

Summary of Key Roles

- Scope 1: KPI, Performance Management & Rewards
- Scope 2: Guiding Principles
- Scope 3: People Planning Review / Succession Planning
- Scope 4: Employer branding / Employee engagement / Employer Value Proposition
- Scope 5 : Drive the Company Transformation program
- Scope 6 : Compensation & Benefits
- Scope 7 : Resource Planning exercise across the Group
- Scope 8 : HR Reports for Top management
- Scope 9 : Other HR Initiatives i.e. Recruitment & Retention
- Scope 10 : ISO 9001:2008 internal auditor & Lead, TQM for the Group

Senior Executive - 2006 to 2009

Maypak

Report to General Manager, QA & New Technology

Summary of achievements

- Being appointed as Internal auditor for ISO 9001:2008
- Being appointed as External auditor for ISO 14001
- Reduced 26% of raw material rejection a year.
- Achieved the KPI of rejected product due to raw material. (not more than RM2k per month)
- Introduced a new storage of Quality records to meet the requirement of ISO standards.
- Reduced number of NCR from 5 to 0 for 2 consecutive years.
- Able to partner with big customer, Nitto Denko and bring more sales by providing full support of QM programs.
- Acted as a Lead Auditor for supplier audit.
- Been selected to attend new model & technology courses in Japan (2 times)

Summary of Key Roles

Scope 1: Supplier Quality Management

Scope 2: New Model & technology development – end to end

Assistant Engineer - 2003 to 2006

National (Panasonic)

Report to General Manager, R&D

Summary of achievements

- Successfully introduced 5 new model of products within 3 years.
- Been selected to participate in Panasonic Technical Challenge in Y2005. Represented RC factory after achieved 'A' score for Technical category Rank 2
- Helped production to solve product abnormalities. – Impact reduces number of rejection and line stop (30% a year)
- Successfully launched a high value product, Sony TTP within stipulated time frame.

Summary of Key Roles

Scope 1: Prepare, develop, test & execute new product from drawing stage to actual product.

Scope 2: Perform other improvement task assigned to improve the quality of product

Personal Strength

- Can do attitude
- Honesty
- Accountability
- Respect others
- Teamwork