

EXECUTIVE SUMMARY

Serene’s extensive over 20 years of experience in human resource has her expertise ranging across various People-related functions such as change management, people development and organization development .

She began her career in business development for a manufacturing company , subsequently held HR functional roles in both PLC and MNC organization .

Her most notable career achievement todate was in Jardine Schindler Malaysia & Brunei, where she joined as the HR Director for Malaysia and Brunei in 2016. She succeeded in driving positive culture within the company to position Schindler as Employer of Choice. During her tenure in Schindler, she was able to strengthen the employer brand and achieved multiples award “Silver in Best Recruitment Award ” from Human Resource Online, “Best Employer Brand in Malaysia and Asia” under engineering category, and “Asia’s Dream Companies To Work” from World HRD Congress just to name a few . She build organization capability via talent development and succession planning initiatives enabling Schindler to grow as a key marker leader .

Before joining Schindler, she was the General Manager, Human Resource for DHL Supply Chain (M) Sdn Bhd from 2011 until 2016. In DHL , Serene has implemented employee engagement and well being program to build highly engaged and productive workforce and was able to support DHL’s entrance into certain market . Serene is also strong in Industrial Relation and Union management skills.

A high integrity individual with Regional HR responsibilities , Strategic thinker who is willing to roll up her sleeves to implement plans , Strong communicator , Empowered leadership , Achievement oriented , high influential skills with good ability to manage stakeholders of all levels.

Serene holds a Master of Business Administration (M.B.A.) from Victoria University, Australia and was appointed as employer panel member to the industrial court of Malaysia. Serene is married with 2 children. She can be contacted at 0172596266/serenefy@hotmail.com.

**EDUCATION AND QUALIFICATIONS**

1993 Diploma In Business Management (TARC)

1993 Institute Of Chartered Secretaries & Administrators (ICSA)

2009 Master In Business Administration (MBA) - Victoria University , Australia

2010 Appointed as employer panel member in Malaysia Industrial Relations court

2018 Appointed as Judging member for Myanmar Jobnet employer award

2019 Appointed as Judging member for HROnline.net , Singapore

**PROFESSIONAL CERTIFICATION**

1993 Member of MAICSA 2018 Certified Assessor

**COMPUTER SKILLS**

* Microsoft Office- Words, Excel, PowerPoint, Outlook (e-mail).
* Quickpay payroll system
* Zapper payroll and leave system
* Peoplesoft
* SAPSuccess Factor
* Kronos attendance system
* Times Software
* Workday

**EMPLOYMENT BACKGROUND**

**July 2022 to June 2023 NS Bluescope Malaysia Sdn Bhd (Unionised)**

**Vice President , Human Resources (Malaysia, SG and**

**Brunei)**

600 workforce. Responsible to build an engaged workforce , plan and implement sound HR strategies to support growth . Lead a team size of 7 HR members

* Design engagement framework to build collaboration across sites
* Implement people development initiatives to build high potential and succession planning
* Re-organise the HR team members , coach them to be more proactive and customer centric
* Design robust recruitment strategies to attract and retain talent

**Project consultant and accomplish project for following companies**

Heineken Malaysia ( Nov 2019 to Aug 2020)

Project deliverables : 1) Implemented the outsource function of payroll , claims and time attendance system

2) Design services playbook and redefine services function process

TDCX Malaysia (Dec 2020 to Oct 2021)

Project deliverables: 1) Implemented change management process and strategies

2) Organised workshop .trained all HR people on change management process

3) Launched PMGM program to inculcate high performance culture

4) Implemented success measurement of PMGM – 100% deployment on

Continuous performance and feedback culture

5) Implemented roadshow on PMGM to drive 100% adoption of new performance

management process

**May 2016 to August 2019** **Jardine Schindler Malaysia & Brunei (Unionised)**

As a HR Director for Malaysia and Brunei, reporting into MD and Regional HR director ,with 1100

workforce size managing 8 team members

Act as strategic business partner, coach and sound adviser to management team and to craft Human Resources practices to meet overall business sustainability goals and become preferred employer . Drive Transformation to inculcate high performance and collaboration culture to support growth and business turnaround situation

**Key Achievement :**

* Drive culture workshop and chair culture champions committee to create and transform positive culture
* Roll out “people promise” a culture transformation project to position Schindler as an Employer of Choice
* Yield financial KPI of double digit growth for the last 2 years as the result of the organisational development strategies
* Re-Design Organisational structure for key sector resulted in 25% increased in comm sales
* Implement HR program to support acquisition which resulted in 10% of our maintenance portfolio growth
* Develop multiple communication channels to strengthen employee engagement for example monthly townhall, newsletter , skip level/focus group, one on one meeting , HR hot desking
* Strengthen retention and drive Employee Opinion Survey with engagement scores improvement from 78% to 84%
* Lower attrition to single digit (from 20% to 8% todate)
* Garner an internal talent fill rate of more than 20%
* Develop & implemented talent development program for example Young leaders, Graduate Trainees Program (GT), Field Engineer Development Program (FEDP), SCDP(Schindler Career Development Program)
* Design and implemented Assessment and development centre using Schindler leadership competencies framework to assess and establish talent readiness
* Conduct talent mapping and all key/hot jobs/succession roles to have 1 short and 1 long successor in place
* Launch cross company mentoring program ( partner with other companies) to offer enhance mentoring experience for our pool of talent
* Launch development review process as a platform to discuss career aspirations and derive action plans for employee development (using 70-20-10 approach)
* Design a robust TNA , skill mapping and year long learning calendar
* Launch LMS (Success Factor) to support learning intervention program
* Design & Implemented robust recognition program (CE,safety,Quality and peer recognition) Develop technical career pathing for engineers and technical skills employees
* Design a robust onboarding and employee experience program to better assimilate into Schindler Culture
* Initiated Job evaluation exercise as part of the job grading revamp
* Develop technical retention plans to retain high or niche skills employees
* Collate and Review incentive program to drive high performance
* Inculcate high performance culture by way of a robust appraisal process and initiated C case management via PIP process
* Developed the use of CBI (Competency based interview) for company wide hiring process
* Implemented university partnership to enhance talent attraction and build a strong Schindler brand
* Build partnership with Technical Institution and vocational schools and initiated apprenticeship program for fitters and installers category to cope with growth
* Employer branding – achieve Silver in best recruitment award 2018 and best employer brand in Malaysia and Asia under engineering category (2018-2019), Top employer brand 2019-2020
* Initiated blind CV as a process to drive diversity within the organisation
* Set a target % of female hire during our recruitment of field engineer and Graduate Trainees
* Increase female employees ratio to 10% and female board member to 3
* Drive Woman network program by empowering woman and offers support and help via this network
* Successfully negotiated and closed CA for year 2016 to 2018

Reason for leaving : left for a sabbatical career break to support some family situation

**July 2011 to April 2016** **DHL Supply Chain (M) Sdn Bhd**

As a GM, HR reporting to MD and Regional VP with 2000.workforce managing team size of 10.

Act as strategic business partner and change agent to align Human Resources practices to

meet business objectives and help company towards journey of becoming an employer of choice . Drive employee engagement initiatives to lower attrition and heighten employee satisfaction and productivity

**Key Achievements :**

* Launch and drive “We Care” program as a culture transformation platform to position DHL as Employer of choice and to strengthen retention
* Lower attrition rate from 23% in 2010 to 4.68% in 2016
* Enforcement of Employee survey action planning process to enhance staff engagement , overall favorability score at 81%
* Achieve 100% of successors identification to key hot jobs and succession roles
* Implemented talent exchange program across SEA countries
* Design and implemented Graduate Trainees program and Operations Trainees Program to strengthen talent pipeline
* Successfully support DHL first entrance into JHB market via robust recruitment and retention strategies
* Design TNA and develop year long learning calendar to upskill employee competencies
* Inculcate high learning culture by introducing training KPI of 21 hours per year
* Develop strong communication platform to strengthen engagement for example “HR walk the floor” , Buddy Program , Townhall meetings, suggestion boxes, Tea with MD
* Build strong partnership with universities and colleges to enhance DHL employer brand as part of talent attraction initiatives
* Support Teach for Malaysia , DHL global CSR program to build strong brand image – empowering employees to do paid volunteering hours
* Achieve 100% success to re-deploy staff to takeover company for a major contract exit plan with no major IR escalation
* Review key KPI, implement robust appraisal ,calibration process and PIP process to drive high performance culture
* Introduce benefit enhancement to ensure reward competitiveness
* Review incentive program to drive high performance to support business growth
* Proactive Resourcing project received HR Award from Global office in 2015 and nominated into CEO Award 2016
* Managed large pool of foreign labour workforce to ensure DHL compliance to ILO (International labour organization) standard – human right , living condition, freedom of association etc
* Work in partnership with procurement to aligned the foreign labour agency selection process is a robust one in compliance to the set labour standard and guidelines of ILO which DHL is a signing party
* Drive diversity and inclusion program – set target of female to hire in a certain role , celebrate women’s day , set up nursing room , initiated a women group to offer support and help to women employees

Reason for leaving : Headhunted to Jardine Schindler for another cultural transformation mandate to turnaround a toxic, high turnover , low morale situation .

**January 2008 to July 2011 Otis Elevator Company (M) Sdn Bhd ( Unionised )**

As a Manager HR reporting into MD and Regional HR Director for a 250 workforce managing 3 team members

Act as coach and mentor to leadership team and design relevant HR practices to support business growth ambition . Develop robust talent development initiatives to strengthen talent pipeline

**Key Achievements :**

* Develop and implemented talent development initiatives –identification of top 10% employees as hi-potential, mentoring program for hi-pos , structured development programme , hi-potential staff next targeted position and their readiness to build succession planning
* Partner with colleges/universities and implemented adjuster school to strengthen adjuster talent pipeline
* Implemented job rotation as part of talent development program
* Design TNA and learning curriculum to enhance leadership development
* Skills mapping for key jobs and on the job training to upgrade competencies of key roles
* Drive and implemented a recognition program to enhance employee motivation and productivity
* Involve in review of whole company KPI , calibration to drive high performance culture and initiated PIP process for poor performer
* Strengthen talent attraction by working with universities on partnership
* Develop robust communication channel to strengthen engagement for example monthly meet MD and HR session , townhall , quarterly newsletter
* Lower attrition rate from 12% to 6.5%
* Support Reorganisation in 1st quarter 2010- safe USD62K per annum
* Implement child excellence academy award and zero MC awards in 2009
* Successfully close the CA negotiation

Reason for leaving : Headhunted to DHL supply chain for cultural transformation to turnaround company high turnover and low productivity situation

**January 2007 to December 2007**  **Sunway City Berhad**

As a HR Manager , reporting to MD and Group HR Head for a 400 workforce size and managing 5 team members responsible for Sunway City business in Malaysia , India and China

Act as business partner , advise and coach business heads on all areas of HR , develop and execute HR strategies to support the business objectives

**Key Achievements :**

* Recruitment of high potential candidates into SMART programme and their development programme to strengthen talent pipeline
* Design Hi-Potential assessment and development programme
* Initiated year long engagement activities to foster ties among employees to drive retention
* Implemented Succession planning for key position
* Certified as BEI interviewer and assessor for assessment centre

Reason for leaving : Headhunted to Otis . Wanted to learn and gain experience in Unionised environment

**April 2003 – December 2006 Meda Inc Berhad**

As a Senior HR Manager , reporting into CEO , managing 6 team members with 450 workforce.

Responsible to drive the full spectrum of HR to meet overall company goal

**Key Achievements :**

* successfully implemented Balance scorecard in year 2005 across the company to drive high performance culture
* yearly salary and benefit benchmarking exercises
* Design job grading for the entire company
* Redrafted the company handbook and design HR policies and procedures to support business strategy
* Design a structured talent development program to build succession planning
* Initiated mentoring program for the hi-potential employees
* Work with universities for partnership on management trainees program to strengthen talent pipeline and to build employer brand
* Quarterly employee engagement activities to drive higher retention
* Design TNA to upskill employees competencies

Reason for leaving: Headhunted to Sunway City to join a bigger property development company

**March 1998 – March 2003 Kuehne & Nagel Sdn Bhd**

As a HR & Admin Manager reporting into Finance director for a 150 staff strength and managing 2 direct report .

Managed Full spectrum of Human Resources and administration function of a newly setup department. Formulate HR policies and design program to support business growth

**Key Achievements :**

* As this is a new department, I am responsible to set up the whole department and to oversee both the human resources and administration functions of the company.
* My achievements include draw up a Company Handbook, Set up the entire HR system and processes, HR policies, rules and regulations and develop administrative procedures. Design appraisal forms e.g. confirmation appraisal, annual appraisal , oversee the relocation of the office , renovation .

Reason for leaving: Venture into Public listed company (PLC) to gain better exposure after having worked in MNC

Between **February 1995 – Feb 1998** held HR & Admin Executive in local and Japanese manufacturing companies . These are my first entrance HR roles

**First Job - July 1993 – January 1995 Wong Brothers Sdn Bhd**

**Position Held: Business Development Executive**

Responsible for Sales and Marketing activities and to achieve sales target

Reason for leaving : venture in HR function

**Notice period :** can start immediately

**REFERENCES**

1) Ong Bok Siong (CEO/ED) Immediate Superior

Meda Inc Berhad

2) Flora Young (VP, HR ) Immediate Superior

DHL Supply Chain Malaysia

3) Stefano Montressor (Managing Director) Immediate superior

Jardine Schindler Malaysia & Brunei

4) Willis Phua ( Regional HR Director) HR Functional superior

Jardine Schindler Group

5) Raghib Azmi ( Managing Director ) Immediate superior

Otis Elevator Company

Contact numbers to be make available upon reques