

EMELIA BADARUDDIN

PERFORMANCE MANAGEMENT SPECIALIST

(016) 998-1054 ■ amybadaruddin18@gmail.com ■ Ampang, Selangor 68000

CAREER OBJECTIVE

Highly motivated HR professional with 20 years of experience in various aspects of human resources. Active team leader experienced in leading teams and driving successful project outcomes. Passionate about driving People Agenda to help business growth and committed to ensure excellence employee experience.

EXPERIENCE

■ **COE MANAGER** Allianz Malaysia Berhad

January 2021 - Present

- Driving People Agenda in the area of Talent Attraction, Rewards & Performance, Talent Management and Learning & Development
- Looking into market benchmark to form strategy for local initiatives and activities
- Establish CoE framework and facilitate change processes including developing communication and supporting materials for stakeholders
- Manage International Assignees under the Global Mobility programme including negotiating and finalizing contract, onboarding and off-boarding of assignees
- Heavy involvement in Organizational Transformation Project using Strategic Workforce Planning methodology which looking into demand and supply, and developing plans to minimize skill gaps

■ **HR BUSINESS PARTNER & COE REWARDS PERFORMANCE** Allianz Malaysia Berhad

January 2017 - December 2020

1. HRBP

Play a strategic business partner role including :

- Workforce planning to ensure optimum staffing levels
- Performance Management by establishing the Company wide processes and to drive high performance culture including managing C-suite's performance and multi-rater feedback
- Talent Management by conducting potential assessment, talent discussion and developing reward strategies to retain talents
- Learning & Development by performing analysis of training needs and recommend appropriate learning approach

2. CoE Rewards Performance

- CoE Lead for Malaysia entity supporting Regional and Group initiatives
- Implement local PM framework to drive high performance culture
- Experience in performing job evaluation using Hays and Towers Watson for new and expanded job role
- Managing end-to-end performance management for Senior Management team by collaborating with the Region and Group using Success Factor system
- Consistently review rewards strategy to increase retention rate by performing rewards and compensation analysis using market data

■ **MANAGER** Allianz Malaysia Berhad

January 2012 - December 2016

- Overseeing overall HR Operations functions including HR system, review current practices and continuously

seeking improvement opportunity

- Developing a local e-Performance Management system from gap analysis study, develop user requirements, dealing with external vendor, establishing the process and drive system usage

■ **SENIOR EXECUTIVE** Allianz Malaysia Berhad

September 2007 - December 2011

- Handling end-to-end recruitment process according to business needs and ensure it attended in a timely manner
- Managing recruitment budget and propose best recruitment channels based on relevant productivity indicators
- Handling employee relations/industrial relations matter
- Managing performance management cycle

■ **RELOCATION MANAGEMENT SPECIALIST** Accenture Solutions

June 2006 - August 2007

- Specialize in managing end-to-end of project assignments for consultants in APAC region including coordinating with service providers on assignment needs, i.e. employment pass, tax related matters, accommodation, on-boarding and off-boarding

EDUCATION

■ **MASTER'S DEGREE IN MANAGEMENT**

Universiti Malaya Emelia

January 2008

■ **BACHELOR'S DEGREE IN COMPUTER SCIENCE**

Universiti Putra Malaysia

January 2000

SKILLS

- Talent Management
- Workforce Planning
- Performance Management
- Stakeholder Management
- Learning & Development
- Strategic Planning
- Cross-team Collaboration
- Operational Management
- Recruiting

CERTIFICATIONS

- #LEAD Leadership Passport
- Strategic HR Leaders Development
- WOW - Cultural Change Ambassador