#### Norul Huda Abdul Halim

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#### PROFESSIONAL SUMMARY

Experienced HR Leader with 20 years of expertise in talent management, HR strategy, performance management, and driving HR transformation. Proven track record in leading change initiatives, optimising performance, and aligning people strategies with business goals to foster growth and enhance employee engagement. Skilled in delivering impactful solutions that support organizational success and adaptability in dynamic environments.

### PROFESSIONAL EXPERIENCE

#### **GABUNGAN AQRS BERHAD**

## **July 2023 - November 2023**

## **Human Resources Manager**

- Spearheaded a company-wide HR transformation initiative, resulting in a 40% improvement in employee engagement and satisfaction within 5 months.
- Implemented a robust performance appraisal system, leading to a 15% increase in employee productivity and the identification of key talent for leadership development programmes.
- · Led Succession Planning and Talent Bench-Strength and successfully identified A Star Employees for the Group
- Monitor market trends and government policies to ensure competitive and compliant salary structures, aligning with industry standards and organizational goals.
- Negotiated with benefits providers to enhance the employee benefits program, achieving a 20% cost saving while simultaneously increasing employee satisfaction with benefits by 30%.
- Developed and executed a strategic recruitment campaign that filled 100% of critical roles within a three-month period, reducing time-to-hire by 50% and improving the quality of hires.
- Designed and facilitated targeted training programmes that addressed skill gaps, resulting in a 30% increase in team efficiency and a 50% reduction in external training costs.
- Conducted a comprehensive review and overhaul of HR policies and procedures, ensuring 100% compliance with changing labour laws and reducing potential legal risks by 75%.
- Utilised HR analytics to provide data-drive insights to senior management, influencing strategic decisions that led to 10% improvement in overall organizational performance.
- Champion HR communication and channels using Canvas, Microsoft Teams, and PowToon to connect HQ with eight other sites across Malaysia, ensuring consistent and effective messaging.
- Restructured Human Resources strategies to align with current business conditions and future plans, focusing primarily on staffing and benefits.
- · Managed audit-related matters, primarily with external auditors.
- Advised on employee relations and industrial relations matters, including disciplinary actions, grievances, and performance management, in partnership with HR Governance & Industrial Relations teams.
- Concluded 100% of court cases at Labour Court (2023/24) with zero cost and consequences to the Company.

## **CAREER BREAK**

# January 2023 - June 2023

## Hull, Yorkshire - England

• Took a temporary hiatus from professional endeavours to provide full-time care and support for a critically ill family member. During this period, focused on family responsibilities and providing compassionate assistance during a challenging time.

# AWANBIRU TECHNOLOGY BERHAD

#### October 2020 - December 2022

#### Senior Manager, Human Resources Development

- Partnered with business leaders to strategically align HR initiatives with organizational objectives, driving impactful talent management, workforce planning, and employee engagement strategies.
- Designed and implemented a robust Performance Management Framework, overseeing annual cycles, including KPI setting, appraisals, and coaching sessions, to embed a high-performance culture.
- Delivered performance management training and coaching to business leaders, ensuring accurate and effective process implementation across all levels.
- Developed and executed comprehensive HR roadmaps that aligned with organizational goals, driving operational excellence and supporting long-term strategic objectives.
- Led workforce planning by analysing trends and forecasting labor requirements, enabling effective succession planning and talent development strategies.
- Directed end-to-end talent acquisition processes, from sourcing to placement, ensuring timely updates to business leaders and alignment with organizational needs.
- Championed talent management initiatives, enhancing leadership quality, building workforce capabilities, and establishing a robust succession pipeline to secure future organizational success.

## **ASAHI REGIONAL (SEA)**

# January 2020 - September 2020

## Manager, Organisational Development

- Implemented Succession Planning and Talent Benchmark for SEA that would help to retain the successors within the organisation for the next 10 years.
- Implemented tailored organisational development strategies resulting in a 10% increase in employee engagement and retention rate for 8 months in 2020.
- Led the HR policies for SEA including but not limited to Malaysia, Singapore, Indonesia, and Vietnam.

- · Designed and executed Code of Conduct to the SEA regional and increased awareness by 65% within Regional
- Worked closely with the Japan HQ Corporate Communication team for communication purposes in increasing employee engagement.
- Conducted e-town hall every 2 weeks, to increase employee engagement, motivation and worked developed e-activities during MCO in 2020, which drawn to 100% attendance.

# **DELOITTE CONSULTING (SEA)**

#### January 2017 - January 2020

#### **Management Consultant**

- Conducted strategic HR assessments, including comprehensive audits, to identify gaps and opportunities in talent acquisition, performance management, employee engagement, learning and development, and workforce planning.
- Developed and executed HR transformation strategies, encompassing new operating models, process redesign, technology implementation, and change management to address identified challenges.
- Facilitated the implementation of new HR processes, systems, and tools, providing hands-on training and coaching to HR teams and line managers to ensure seamless adoption.
- Led organizational development (OD) initiatives, designing and executing strategies to enhance performance and effectiveness through employee development, leadership training, culture transformation, and change management. Collaborated closely with senior leadership to drive impactful improvements across the organisation.
- Analysed organizational needs, identified performance gaps, and formulated targeted development strategies based on data insights and employee feedback.
- Designed and implemented talent management strategies to attract, retain, and develop high-potential employees, including robust succession planning frameworks.
- Delivered tailored training programs on critical topics such as communication, teamwork, performance management, and technical skills to build workforce capabilities.
- Supported organizational change initiatives by effectively communicating plans, addressing employee concerns, and providing comprehensive training on new processes to ensure smooth transitions.

#### **ACCENTURE SOLUTIONS SDN BHD**

#### June 2013 - December 2016

## **Management Consultant**

- Led and managed Organizational Change Management (OCM) activities for high-complexity, transformational programs, ensuring alignment with organizational goals and strategic objectives.
- Collaborated directly with sponsors and business owners to understand change goals, translating them into actionable impacts and strategies for the organisation.
- Directed and mentored OCM resources within the same work-stream, ensuring effective execution and alignment of change activities.
- Partnered with the OCM team to identify areas for process improvement, contributing to the evolution and maturity of OCM tools and methodologies.
- Assessed and managed risks related to change adoption, identifying potential resistance points and developing mitigation strategies to ensure successful outcomes.
- Evaluated audience readiness for change, analysing people-side risks and resistance, and presenting findings with actionable recommendations.
- Designed and managed communication and training plans, leveraging multiple channels to deliver targeted, audience-specific messages that foster engagement and readiness for change.
- Coordinated the development of training materials, ensuring users were equipped with the knowledge and skills required for successful adoption; delivered training sessions as needed.
- Identified resistance and performance gaps, implementing targeted actions to address challenges and support sustainable change adoption.

### **RANHIL-WORLEY PARSONS**

May 2012 - June 2013

#### **Training & Communication Specialist**

- Conducted comprehensive training needs analyses to identify skill gaps and align development programs with organizational goals.
- Designed and developed engaging training programs, including e-learning modules, workshops, and on-the-job training, tailored to diverse audiences and roles.
- Delivered interactive training sessions through classroom, virtual, and blended learning methods, ensuring high levels of participant engagement and knowledge retention.
- Created instructional materials, training manuals, and presentations adhering to adult learning principles and industry best practices.
- Evaluated training effectiveness using feedback, performance metrics, and post-training assessments, recommending improvements for continuous development.
- Collaborated with cross-functional teams and stakeholders to ensure alignment of training initiatives with business strategies and objectives.
- Leveraged innovative training tools and methodologies to enhance program delivery and participant experience.
- Provided coaching and support to employees and managers, fostering a culture of continuous learning and professional growth.
- Managed end-to-end training logistics, including scheduling, resource allocation, and reporting on training outcomes.
- Achieved 97% participant satisfaction rate and 30% improvement in post-training performance metrics.

### **HR Executive (Training & Development)**

- Conducted comprehensive training needs analyses to identify skill gaps and align employee development programs with operational and safety objectives.
- Designed and delivered technical, operational, and compliance training programs tailored to the manufacturing and gas industry environment.
- Developed instructional materials, including manuals, presentations, and e-learning content, ensuring adherence to industry regulations and safety standards.
- Facilitated engaging training sessions, incorporating hands-on practice, classroom instruction, and virtual learning to enhance knowledge retention and application.
- Maintained accurate training records and certifications to ensure compliance with audits, regulatory requirements, and industry standards.
- Evaluated training effectiveness through feedback, assessments, and performance metrics, driving continuous improvement in program design and delivery.
- Collaborated with cross-functional teams, including HR and safety officers, to align training initiatives with organizational goals and strategies.
- · Monitored industry trends and regulatory updates to incorporate best practices and innovative methods into training programs.

#### **GODELL GROUP OF COMPANIES**

May 2007 - January 2010

#### **HR Generalist**

- Monitored industry trends and regulatory updates to incorporate best practices and innovative methods into training programs.
- Established key performance indicators and implemented corrective policies to streamline employee development objectives.
- Optimised employee compensation and benefits package, resulting in a 17% reduction in expenditure while still strengthening incentive to attract and retain top talents.
- Sourced an array of benefit plants and maintained compliance with all applicable employment laws. Managed the company
  assets and admin matters and reduced the expenses by 35% in two years.

### **INTI COLLEGE SUBANG JAYA**

September 2005 - May 2007

## **Training Officer**

- Sourced an array of benefit plants and maintained compliance with all applicable employment laws. Managed the company assets and admin matters and reduced the expenses by 35% in two years.
- Assisted in the development of academic training programs tailored to educators' needs, contributing to a 20% increase in participant engagement and satisfaction.
- Coordinated logistics and scheduling for academic training sessions, ensuring seamless execution and maximising attendance rates by 25%.
- Conducted research to identify emerging trends and best practices in education, integrating relevant content into training curricula to enhance professional development opportunities.
- Provided administrative support for training initiatives, including managing training materials, tracking participant progress, and generating reports to measure training effectiveness.
- Collaborated with senior training officers to evaluate training outcomes and gather feedback from participants, leading to continuous improvement of academic training programs and a 15% increase in trainer effectiveness ratings.

## **QUALIFICATIONS & PROFESSIONAL DEVELOPMENT**

- 2022 Member, Malaysian Institute of Human Resource Management (MIHRM)
- 2021 AWS Associate Solution Architect: AWS Premier, Skillsoft
- 2018 Change Management Technology Adoption, Deloitte Consulting SEA
- 2019 Agile Change Management Deloitte Consulting SEA
- 2012 Train-the-Trainer, Human Resource Development Fund (HRDF)
- 2006 Bachelor of Human Resource Management, Northern University of Malaysia (UUM)

## TECHNOLOGY COMPETENCY

- Effectively bilingual in English and Bahasa Malaysia.
- Human Resources Management Systems TimeSoftware, Workday, Taleo.
- Other Software SAP, SAPS/4Hana, Oracle, JD Edwards, Google Workspace, Microsoft 365.
- Learning Management System Disprz, LinkedIn Learning.
- Customer Relation Management Salesforce.
- Some other virtual skills competencies such as Zoom, MS Teams, Yammer, Google Meet, Canvas, Wondershare
- Filmora Mac

# PROJECTS

- Employee Engagement/ Satisfaction Survey Country and Regions (2010-2020).
- Employee Excellence Award Country (2010).
- Performance Management Workshop Leadership Program (2021/22).

- Succession Planning and Talent Bench-strength Leadership and Middle Manager Program (2021/22).
- Change the Game Change the Culture- Zero Tolerance Programs (2013-2015).
- HR Digital Transformation Program (2022).
- Technology Adoption Google Workspace Program (2022).
- Menteri Besar Incorporation (MBI) project; Selangor Kerjaya (2021).
- Learning Management System Skillsoft (Percipio), Disprz.
- AIA Indonesia HR Transformation (OD and Performance Management)
- Pertamina Indonesia Change Management Academy (2018/19)
- BD Global Project (USA, 2018/19)
- Singapore Tourism Board Technology Adoption (2019)
- Petronas Berhad Petronas Culture Belief (2013/14)

#### **HR SKILLS**

- Performance Management (OKR)
- Employment & Industrial Relation Act Contract of Employment
- Expatriate/Foreign Management
- Visa/Work Permit
- · Performance Management
- Develop HR Policies & Procedures
- Staff Recruitment & Selection
- · Compensation & Benefits
- Recruitment & Selection
- · Human Resources Information System (HRIS)
- · Culture Transformation
- · Employee Engagement

### ADDITIONAL INFORMATION

Availability: Immediate Reference: Upon request