

Adib Ashraf

Talent Acquisition Manager & Leader

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SUMMARY

Seasoned Talent Acquisition professional from various industries such as Financial, Airlines and Telecommunications. I am contributing to the company's success by implementing solid and highly productive recruitment processes. I aim to do this by developing an extensive recruitment plan across the company and utilizing established recruitment strategies. One of my objectives is continuous professional enhancement as Talent Acquisition and to be among the best in my field of expertise.

WORK EXPERIENCE

Manager, Talent Acquisition - APAC

Singtel

2025 - Present Kuala Lumpur, Malaysia

Singtel (Singapore Telecommunications Limited) is a major telecommunications company headquartered in Singapore. It is one of the largest telecom companies in Asia, providing mobile, broadband, and digital services across multiple markets, including Singapore, Australia (through Optus), and several other countries in Asia and Africa.

Regional Talent Acquisition Manager overseeing overall hiring for Group Corporate Functions, Group Information Technology, Group Network and Consumer Business across Malaysia and APAC regions.

- **Strategic Talent Acquisition & Workforce Planning**
 - Develop and execute the annual talent acquisition strategy aligned with business goals and workforce planning needs.
 - Partner with business leaders to forecast hiring demands and ensure proactive talent pipelining.
- **Leadership & Team Development**
 - Manage and mentor high performing TA team members locally and remotely to enhance capabilities and performance.
 - Provide training and development opportunities to recruiters, ensuring continuous skill enhancement.
 - Monitor recruiter performance, ensuring accountability and continuous improvement.
- **Employer Branding & Talent Engagement Lead**
 - Develop and execute employer branding strategies to enhance Singtel's attractiveness as an employer of choice.
 - Oversee social media, career fairs, and digital content initiatives to strengthen employer brand positioning.
- **Strategic Talent Mapping & Market Intelligence**
 - Conduct talent mapping to identify key talent pools for critical roles and future business needs.
 - Gather market intelligence on competitor hiring trends, salary benchmarks, and emerging skill sets.
 - Build and maintain a pipeline of high-potential candidates for business-critical and leadership roles.
 - Provide quarterly talent insights and recommendations to business leaders for proactive hiring strategies.

Regional Talent Acquisition Lead - APAC

AirAsia X Berhad

04/2022 - 2025 Sepang, Malaysia

Regional Talent Acquisition Lead for Aviation arm of Capital A. AirAsia X Berhad is a long-haul airline based in Malaysia and is a sister company of AirAsia, currently flies to destinations in the Asia Pacific region.

Countries Handling: SEA, Japan, Korea, Australia, New Zealand, China, Taiwan, India, Middle East

- Manage and mentor high performing TA team members to enhance capabilities and performance.
- Provide training and development opportunities to recruiters, ensuring continuous skill enhancement.
- Develop recruitment strategies for AirAsia X Berhad in line with Group business strategies while defining the talent acquisition philosophy and approach for the organization.
- Partner and develop key relationships with business leaders, internal hiring managers, hiring teams, HR partners, and other stakeholders to recommend and successfully implement innovative and effective recruitment strategies.
- Build and manage a talent pipeline that includes understanding the demand for skills and talents and identifying, tracking, and staying connected with prospects and candidates in anticipation of future organization needs.
- Manage the development of hiring platforms for multiple employment types e.g. permanent, contract, temporary, and gig with the aim to source better talents effectively and efficiently in line with business needs.
- Hiring process owner for AirAsia X Berhad.
- **Achievements;**
 - 1) Mass Hiring - Cabin Crews, Pilots, Airline Engineers Successfully managed thousands of hiring placements for volume hiring in line with practical and best approach of recruitment strategies.
 - 2) Lead the Talent Strategy program by working closely with HRBP and proactively lead the employer branding programs such job fairs, universities outreach across APAC regions.
 - 3) Lead the recruitment ATS (Phenom Champion) for AirAsia X Berhad

WORK EXPERIENCE

Talent Acquisition Partner

Sunway Malls

📅 04/2021 - 04/2022 📍 Bandar Sunway, Malaysia

Lead dual role of Talent Acquisition Partner for Centre of Excellence across Sunway Malls and HR Business Partner for Sunway eCommerce platform - Sunway eMall

- **1) Talent Acquisition Partner (Centre of Excellence)**
 - Managed end-to-end Talent Acquisition processes for the roles of Senior Executives, Assistant Managers and above
 - Partnered closely with HRBP Lead to gain a thorough knowledge of the range of vacancies and adding value to the whole recruitment process
 - Perform end-to-end recruitment life cycle and partnering closely with the hiring managers to a specific function in the business
 - Proactively lead effective Onboarding Initiatives program to enhance new employee's readiness and integration with Company's culture and value
 - Organize and facilitate Orientation program for new hires
- **Achievements;**
 - *Successfully closed vacancies within stipulated KPI requirements
 - *Successfully launched improvised onboarding guidelines & journey in early of August 2021
 - *Improved Sunway Malls Welcome Kits for all level of new joiners
 - *Rolled out onboarding experience survey with satisfaction rating at least 4 out of 5
 - *Ensured 100% completion/submission for new joins checklists & onboarding surveys
- **2) HR Business Partner (Sunway eMall)**

Responsible for HR delivery for Sunway eMall, working in partnership with the leadership team to drive HR strategy.

Main Portfolios;

 - Recruitment
 - Learning & Development
 - Employee Relation

Talent Acquisition Specialist

Ria Financial

📅 10/2018 - 04/2021 📍 Kuala Lumpur, Malaysia

Lead in-house recruiting for Malaysia and Singapore operations comprised of corporate headquarters, 78 retail branches across all the states.

Partner with hiring managers to discern workforce needs; define job parameters; outline desired qualifications; and source, screen, interview and select best-option candidates ranging from non- executives/clerical positions, skilled/technical trades, management positions and support staff openings.

- Talent Acquisition: Delivered recruitment solutions for hundreds of vacancies across all organizational levels and an array of job functions for the company
- Onboarding: Lead new employees onboarding for all job levels
- Foreign Hiring: Successfully filled several foreign language positions from ASEAN countries (Philippines, Thailand, Myanmar & Vietnam) within the stipulated KPI requirements
- Utilized various methods to source candidates including social media, online job portals, recruitment agencies and various other means to obtain best candidates for current openings and to build a pipeline for future openings
- Managed Recruitment Branding to attract potential candidates

HR Business Partner

unifi

📅 10/2017 - 10/2018 📍 Kuala Lumpur, Malaysia

My role involved in all aspects of HR in the department by focusing on HRBP role and provided HR support for Business Support, Commercial and Technology Division

- Aligned HR initiatives and functions with business objectives and business needs
- Assessed and anticipated human resources-related needs
- Developed and nurtured partnerships through human resources to bridge the divide between management and employees
- Assisted Senior HRBPs in HR strategic planning for Business Support, Commercial and Technology Division
- Partnered with Recruitment, Payroll, HRIS and Compensation and Benefits functions as needed to provide solutions for internal stakeholders.

EDUCATION

Bachelor of Science (Hons.) Biology, Minor in Management

Universiti Teknologi MARA

- **First Class Honors; (CGPA 3.83)**
- Minor in Management: Human Resources Management, Finance, Strategic Operations etc.

EDUCATION

SPM O Level

Alam Shah Science School

- Grade: 7As 2Bs

LANGUAGES

English	Native	Malay	Native
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SKILLS

LinkedIn Recruiter	Workday	SAP SuccessFactor
Leadership	Talent Mapping	