

# NURZATUL NORZIAN ZAMRI



Strategic and results-oriented manager with over a decade of experience driving human capital transformation, organizational excellence, and public-sector collaboration. As Head of State at HRD Corp Pahang, I lead statewide initiatives that strengthen institutional capability, enhance workforce competitiveness, and align talent strategies with Pahang's economic development agenda. Skilled in policy execution, stakeholder engagement, and financial governance, with a proven track record of exceeding performance targets and building effective cross-sector partnerships. Recognized for visionary leadership, strategic foresight, and a deep commitment to sustainable, inclusive growth for the State of Pahang.



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## WORK EXPERIENCE

### HEAD OF STATE

#### Human Resource Development Corporation (HRD CORP) | April 2020 - Present

- Initiated high level initiatives and strategic partnership engagement activities to facilitate the sharing and growth of knowledge in Human Capital Development.
- Implemented the account management framework to ensure effective and efficient levy utilization by registered employers.
- Closely collaborated with the state government, industry players and stakeholder to streamline the initiatives and strategies particularly in upskilling and reskilling at regional level
- Led and coordinated regional events (Seminar/Conference) as to increase awareness on HRD Corp's roles and functions at regional level.
- Served as liaison officer to the government agency under MOHR at regional level to ensure effective and efficient administration and daily operations of PSMB.
- Formulated the budget (OPEX and CAPEX) for regional office and undertook appropriate control measures to ensure operations are conducted effectively and efficiently within the approved budget.

### WORK ACHIEVEMENTS

- Pioneered the establishment of a Training Bank, revolutionizing the utilization of the Human Resource Development Levy. This innovative initiative created a reservoir of diverse and targeted training programs, fostering increased accessibility and relevance for employers within the region.
- Spearheaded the development and management of a dynamic Trainer Pool, ensuring a comprehensive and specialized resource for delivering high-quality training. This initiative not only enhanced the caliber of training programs but also strengthened relationships with skilled trainers, contributing significantly to the overall success of regional initiatives.
- Top 1 Manager, as per overall KPI performance in 2021 and 2022, exceeded the target for the number of training places by 30%, levy utilization by 20%, trainer accreditation by 87%.
- Introduced a new platform in 2021 that facilitates engagement between our registered employers and HRD Corp Region staff. The platform is designed to improve communication and collaboration, streamline processes, and enhance customer experience.
- Initiated CSR Training Program with East Coast Training Providers to stimulate training culture amongst East Coast registered employers, 2021
- Initiated Customer Service Survey to gauge the engagement service provided by the HRD Corp East Coast Office to the registered employers, 2020. The survey was designed to collect customer feedback, identify improvement areas, and develop strategies to enhance the overall customer experience.
- Developed and implemented several operational efficiencies that resulted in a 30% reduction in costs while maintaining service levels.
- Focused on developing high-performing teams by providing regular coaching and feedback, promoting a culture of accountability, and recognizing top performers. This approach improved team morale, increased productivity, and reduced staff turnover.
- Appointed as Pengerusi Kluster Bakat Digital Jawatankuasa Pemandu Majlis Ekonomi Digital dan Revolusi Perindustrian Keempat (4IR) negeri Pahang, 2021
- Appointed as Human Resource Committee Member by Pahang Youth and Sport EXCO, 2021
- Appointed as POLISAS Advisory Member for 2021-2023
- Appointed as HRD Corp Internal Brand Ambassador, 2021, 2022 and 2023
- Committee for the HRD Corp Pahang Open Day, 2022
- Committee for the official launch of HRD Corp Brand & Single Window Platform event, 2021

**BRANCH MANAGER**

**CIMB Bank Berhad | September 2018 - March 2020**

- Headed the branch sales, services, and operations to deliver consistent customer experience and achieve optimal profitability for the branch.
- Developed and implemented strategies to build reciprocal business partnerships, working closely with external stakeholders to identify opportunities for collaboration and growth.
- Identified and managed the sales opportunities and execution to achieve the branch target.
- Ensured the branch adhered strictly to bank policies, procedures, and operational integrity, with an unwavering focus on maintaining branch safety and security with close collaboration with the internal audit and compliance team.

**WORK ACHIEVEMENTS**

- Sunlife Bancatrip Top 20 Nationwide Qualifier (Branch Manager) to Vienna, Austria, 2019
- Awarded as Builder for Sunlife BEST Award, 2019
- Top Branch Manager in Region 13 (East Coast Region) for Bancassurance, Investment & Payroll, 2019
- Initiated collaboration with Hub Usahawan Belia Malaysia for account opening throughout Malaysia, 2019

**PERSONAL FINANCIAL ADVISOR**

**Malayan Banking Berhad | September 2013 - September 2018**

- Build strong relationships with customers and develop a deep understanding of their financial needs and goals.
- Responsible for generating new business and sales by identifying opportunities for cross-selling and up-selling financial products and services to existing customers and prospecting for new customers.
- Responsible for conducting market research and analysis to stay up-to-date on financial products and services, industry trends, and changes in regulatory requirements.
- Maintained good rapport with existing Affluent customers and nurturing relationship with new customers.

**WORK ACHIEVEMENTS**

- Million Dollar Achiever 2018, 2017 & 2016
- The Most Improved PFA (East Coast Region) for Q1, 2018
- Top Nationwide for Consumer Finance Product Referral Q1 & Q2, 2018
- The Most Aspire Sign Up (East Coast Region), 2015

**HARD AND SOFT SKILLS**

Result Oriented	Data Analysis	Microsoft Excel - 9/10
Analytical and Creative Thinking	Financial Management	Training Need Analysis - 7/10
Adaptability	Marketing and Sales	Power BI - 7/10
Forward Planning	Budgeting and Resource Management	Canva - 9/10
Problem Solving	Project Management	Industry Knowledge - 9/10

**CERTIFICATION & TRAINING**

- Certified HRD Corp Train the Trainer (TTT)
- Employment Act 1955
- Effective Budgeting and Operational Cost
- Business Continuity Management
- Myers-Briggs Type Indicator, MBTI and Leadership
- ISO 2001:2015
- Internal Audit ISO 2001 : 2015
- Training Need Analysis (TNA)
- Certified Neuro Linguistic Programming (NLP)
- Power BI
- Effective Control of Documented Information
- Basic Occupational First Aid (BOFA)
- Canva for Presentation
- Behavioral Interview

**EDUCATION**

**November 2011 - March 2007**

**INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
(IIUM, KUANTAN CAMPUS)**

Bachelor in Biotechnology (Hons)

**LANGUAGE**

Bahasa Malaysia - Native  
English - Professional Proficiency