



Salina Kamarudin

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Personal Qualities and Career Summary

A result-oriented person with more than 20 years of experiences in both HR Operations & Strategic roles in various sectors. Strong ability to motivate & develop talent to ensure optimum cost utilization of resources and excellent delivery of HR Services in order to achieve business objectives. Proactive personnel, recognized for decisive leadership and proven ability to face challenges head-on and execute sound decisions.

Major Accomplishment

Among my accomplishment were :-

a) For a pipe coating company:-

- Continually streamlined HR processes, while maximizing HR functions within 2 business entity namely Wasco Coatings Sdn. Bhd. and Wasco Lindung Sdn. Bhd.
- Led a company-wide culture change process resulting in a shift in competitive mindset from passive to active. One of the examples was by designing and introducing *the Leadership Development Series* focussing on supervisory level as the pilot group which contain 4 modules namely "Unleash Your Leadership Skills", Problem Solving, Coaching & Mentoring & HSE Excellence. The supervisors' morale and motivation have boost up after completion of the 1st module.
- Introduced Competency Gap Assessment via the data tabulated from skill matrix, situational assessment and Standard Operating Procedure (SOP). The new approach is the improvisation to the current competency assessment via skill matrix.

b) During Company start up:-

- For an **Engineering services and Construction Australian based Company** :
Played a major role during the Company start- up in Malaysia which includes providing guidance to the Corporate Office (Perth) on all aspects of the Human Resource matters in order to ensure culture alignment, effective communications and compliance to Malaysia legislations on all matters pertaining to Human Resources.
- For a **petrochemical company**:
Played a major role in the department start-ups which includes the formulation and development of the Company Human Resources policies which includes the Training & Development system. This has led to the successful ISO 9002 and 14001 certification for the Company.

b) For a hotel:

- Reduced the staff turnover rate from 11% to 3-5%. The staff turnover was maintained at this range throughout my employment with the organization through continuous and effective training & development activities and positive employee-employer relationship.
- Successfully implemented training programmes for all level of staff which has increased the employees level of customer service awareness.

Personal Particulars

Age : 57 years
Date of Birth : 11 July 1968
Nationality : Malaysia
Gender : Female
Marital Status : Married

Qualification

University : **Open University Malaysia, (OUM), Kuala Lumpur.**
Field of Study : Master of Human Resource Management (CGPA : 3.67)
Graduation Date : November, 2013

Institute/University : **Malaysia Institute of Human Resource Management (MIHRM),**
Field of Study : Certificate in Human Resource Management
Completion Date : 1998

Institute/University : **University Technology Mara (UiTM), Shah Alam, Selangor.**
Field of Study : Diploma in Hotel Management
Graduation Date : 1992

Other Certification

1. Certified Trainer (Pembangunan Sumber Manusia Berhad : Certificate No : EMP/0818)
2. *Certified Zumba Instructor (Zin)*

Experience

Experience Level : More than 20 years(s) of Experience

Employment History

Freelance HR Consultant /Trainer

Specialization : Human Resources
Industry : Training & Consultancy
Duration : February, 2023 - present

Work Description :

To provide Training and Human Resource Consultancy services to corporate organizations as well as to individuals who are interested to pursue their knowledge in Human Resources, Management as well as Customer Service.

Company Name : UMP Holdings Sdn. Bhd.

Position Title : Vice President, Group Human Capital

Industry : Property, Facilities & Project Management
Duration : Feb, 2022 – Jan 2023 (**Contract basis**)
Reports to : Group Chief Executive Officer
Team Size : 8
Total Workforce : 270

Work Description :

Head the Group Human Capital and oversee overall HR activities of UMP Holdings Sdn. Bhd and Group of companies which includes manpower planning and recruitment, compensation & benefits, employee relations and organizational development / change towards building a motivated, engaged and productive workforce.

- Lead day-to-day operations supporting all HR services for the whole group of companies which includes property, facilities management as well as project management.
- Partner and coached managers to resolve highly sensitive employee relations issues including performance management and organizational change initiatives.
- Coached the top management on implementing best practices and expanding the strength of the organization from a HR perspective.
- Partner with a cross functional group of subject matter experts to design and execute the company strategy on how to hire, onboard, develop, motivate and retain the company talent.
- Re-engineer processes to ensure maximum efficiency and to ensure all procedures comply with legal regulations, best practices and good faith.

Freelance HR Consultant /Trainer

Specialization : Human Resources
Industry : Training & Consultancy
Duration : May 2018 – Jan, 2022

Work Description :

To provide Training and Human Resource Consultancy services to corporate organizations as well as to individuals who are interested to pursue their knowledge in Human Resources, Management as well as Customer Service.

Job Summary

- On Talent Development aspect, to design and conduct specially tailored in-house training programmes in the area of *Human Resources Management, Employee Relations, Leadership and Supervisory skills, Motivation, Teamwork and Customer Service Management*. Among the favourite training conducted were *"Effective Communication Skills", "Cultivating Teamwork Excellence" and "Effective Leadership Skills – The Art of Inspiring People"*.
- To serve as *HR Business Partner* in providing HR Consulting services to Management and company leaders with main objective is to align business objectives with employees and management in designated business unit.
- *Other areas of activities includes:-*
 - HR Audit and Compliance Assessment
 - HR Policy Design
 - Delivering Specific HR Projects

Company Name : Wasco Coatings (M) Sdn.Bhd.

Position Title : Senior Manager, Human Resources

Industry : Pipe Coating
Duration : Aug 2016 – March,2018
Reports to : Head of HR & VP Malaysia Operations PLS
Team Size : 5
Total Workforce : 420 (Direct hire) 300 – 400 (Contractor) – *before downsizing*
Reason for leaving : Retrenchment - Downsizing Exercise

Work Description :

Head the Human Resources Department and oversee overall HR activities which includes manpower planning and recruitment, compensation & benefits, employee relations and organizational development / change towards building a motivated, engaged and productive workforce.

- Lead day-to-day operations supporting all HR services within 2 business entities (Wasco Coatings Sdn. Bhd & Wasco Lindung Sdn. Bhd.) which workforce varies from 400 to 1000 based on project volume.
- Partner and coached managers to resolve highly sensitive employee relations issues including performance management issues and organizational change initiatives.
- Coached the top management on implementing best practices and expanding the strength of the organization from an HR perspective.
- Develop and oversee the implementation of various retention programs which includes the improvisation of talent management programme and introduction of new employees engagement and CSR programmes.
- Identify succession pool against each role/individual to ensure skills gaps/risks are eliminated, and talent moves are not hindered.

Company Name : Malaysian Newsprint Industries (MNI Mentakab)

Position Title : HR Manager (Strategic)

Industry : Paper - Newsprint Industries

Duration : Sept 2015 – December, 2015 (**Project / Assignment based**)

Reports to : Chief Executive Officer

Team Size : 3

Total Workforce : 300

Work Description :

Overall responsible of the Talent Management of the company which includes Talent Acquisition, Talent Development, Succession Planning, Retention of talent and other related activities pertaining to Talent and Organizational Development / Change towards a more engaged and productive workforce.

- To develop and evaluate various Talent Acquisition strategies, initiatives, opportunities and processes.
- Overall responsible of the manpower planning and recruitment.
- Develop and oversee the implementation of various retention programs.
- Identify succession pool against each role/individual to ensure skills gaps/risks are eliminated, and talent moves are not hindered.
- Working closely with universities in various collaboration work between universities and industries which includes identifying graduates pool of talent by actively involved in career fairs and various talent related activities conducted by universities, technology sharing and corporate social responsibility programmes (CSR) between both parties.
- To develop new Talent Development strategies and to ensure cost effective projects shall be implemented in order ensure ROI to the company in all T&D expenses incurred.
- To lead the Department Managers in the identification of talent competency gaps across the organisation.

Company Name : Bredero Shaw (M) Sdn. Bhd.

Position Title : Human Resources & Administration Manager

Industry : Pipe Coating Industry

Duration : July 1, 2014 – 31st May, 2015

Reports to : General Manager

Team Size : 13 (HR – 4, Talent Management – 3, Admin & General Affairs – 6)

Total Workforce : 450 (Direct hire) 350– 400 (Contractor) – *before downsizing*

Reason for leaving : *Retrenchment – Downsizing Exercise*

Work Description :

- Promoted to the position of Human Resources & Administration Manager in July, 2014.
- Overall responsible of the direction and control of all human resource services which includes Talent Management, Compensation and Benefits, Employee Relations , Employees Welfare as well as HR Information system and records.
- Develop, formulate and implement HR policies and strategies in line with the Company's vision and operational needs.
- Created an environment of open communication and trusted relationship with all talent across the

organisation in order to improve employee morale and increase their confidence by creating more Employee recognition programmes and "Management & workers get together" such as monthly birthday celebration and monthly dialogue programmes such as Monthly Grand Tool Box Talk (GTBT).

- Strengthened relationships with functional departments; making HR a strategic partner to the organisation. Strong involvement in all employees related matters.
- Lead the General Administration team.

Position Title : Talent Development Manager

Industry : Pipe Coating Industry

Duration : June 4, 2013 – June 30, 2014

Reports to : General Manager

Team Size : 4

Total Workforce : 450 (Direct hire) 350– 400 (Contractor) – before downsizing

Work Description :

Overall responsible of the Talent Management of the company which includes Talent Acquisition. Training & Development, Succession Planning, retention of talent and other related activities pertaining to Talent and Organizational Development / Change towards a more engaged and productive workforce.

- Recommended and developed new Talent Acquisition strategies and processes.
- Improve the Talent Development programmes which includes the Employee Induction programme, Buddy System and series of Leadership programmes (working together with the Corporate Management System Team). One of the successful programmes implemented was the SMS Supervisory Series of Development Programme.
- Lead the identification of Talent Competency Gaps across the organisation which was established via yearly Appraisal and Skill Matrix.
- Partnered with Corporate Human Resources team in succession plans, evaluation as well as development of the talent pool.
- Developed and designed strategies to achieve learning goals as created by organization. Ensured a cost effective project implementation effectively to ensure ROI to the company in all L&D expenses incurred.
- Coordinate with educational institutions and vendors and provided effective learning programs as per the Budgeted Annual Training Plan established which was based on the yearly Training Needs Analysis done.

Company Name : UGL Resources (M) Sdn. Bhd.

Position Title : Senior HR Advisor

Industry : Construction / Engineering Services

Duration : May, 2010 - 31st March, 2012

Reports to : Project Director

Team Size 4

Total Workforce : 250 (Direct hire) 600 - 700(Contractor)

Reason for Leaving : End of Project (LYNAS plant project – Phase 1)

Work Description :

- During the company start-up in Malaysia, established and lead the implementation of human resource strategies that support the business objectives, integrating & coordinating the efforts of various functional areas.

- Develop, formulate and implement HR strategies and initiative in line with the Company's vision and operational needs and to advise the Head Office (in Perth, Australia) on all matters pertaining to Malaysia Labour Legislation and Malaysia Employers' common practices.
- Overall responsible of the direction and control of all Human Resources & Administration services such as Manpower Planning and Recruitment, Employees Welfare, Compensation and Benefits, Training & Development, Industrial Relations, HR Information systems & records.
- Working closely with other Department Managers in identifying areas for improvement in all aspects of human resources, as part of the long-term efforts to maximise value creation for the Company.

Company Name : Swiss Garden Resort & Spa Kuantan

Position Title : Human Resource Manager
 Industry : Hotel / Hospitality
 Duration : Jan 2008 – April 2010
 Reports to : General Manager
 Team Size : 4
 Total Workforce : 240

Work Description :

- Overall responsible of the direction and control of all human resource services such as recruitment and selection, compensation and benefits, training & development, Employee Relations, HR Information system.
- Develop, formulate and implement HR strategies and initiative in line with the Company's vision and operational needs.
- Responsible for reviewing and formulating HR policies, procedures and manual procedures to ensure efficient HR support is achieved.

Company Name : Mieco Manufacturing Sdn. Bhd.

Position Title : Senior Executive, Talent Management
 Industry : Manufacturing / Production
 Duration : June 2005 - Dec 2007
 Reports to : Human Resources Manager
 Team Size : 2
 Total Workforce : 700 (3 plants – Gebeng, Semambu and Lipis)

Work Description :

Talent Management

- Plan, implement and manage the overall Talent Management activities to ensure all projects are implemented according to the agreed scope, budget and timeline.
- Oversee all areas of activities pertaining to recruitment right from sourcing, selection and hiring.
- To conduct market and best practices research/surveys and to formulate, develop and implement strategies to attract, retain and motivate competent employees.
- Manage information including database of applicants, hires, tracking costs and records related to recruitment activities and preparing report and analysis for top management references.

Training & Development

- Working closely with Human Development Section in all training, coaching and talent development activities towards the creation of a Learning Organisation.

Company Name : Polyplastics Asia Pacific Sdn.Bhd.
Position Title : Human Resources Executive
Industry : Manufacturing / Production
Duration : 1999 – 2005
Reports to : General Manager, Human Resources
Team Size : 3
Total Workforce : 400

Work Description :

Training & Development

- Responsible to prepare Annual Training Schedule (ATS) for the Company based on the approved training budget and the Training Needs Analysis (TNA) done on yearly basis.
- Monitor, coordinate all training as planned and to provide reports to management on training completed against plan.

ISO Related and Internal Audit

- ISO Related Matters (TS 16949, 9002 & 14001). Developed the Training & Development, Job Description procedures and other Human Resources related procedures for the Company.
- Internal Quality Auditor and was one of the ISO Steering Committees.

Employee Relations

- Establishing a positive employee-employer relationship and to promote a high level of employee motivation through Discipline Management and Employee Morale & Motivation.
- Secretary of the Company Sports & Recreation Club.

Languages

Proficiency: 0=Poor - 10=Excellent)

Language	Spoken	Written
Bahasa Malaysia	10	10
English	10	10

Other Details

Availability : Two Weeks
 Expected salary : RM14,000 (Negotiable)
 Willing to Travel : Yes
 Possess Own Transport : Yes

References

- Prof. Madya Dr. Ahmad Tarmizi bin Haron : Former Interim GCEO, UMP Holdings Sdn. Bhd.
 Tel No : 019-900 0880
- Mr Sanjiv Manchanda - Former Project Director, (Lynas Advance Material Plant Project.), UGL Resources Limited. Tel No : 61-408095260
- Mr Rayan Komatt - Former Group GM of Swiss Garden Resort & Spa, East Coast .
 Tel. No : 012-6140538