

NOR AINA BINTI KAMARUDDIN



Nor Aina Kamaruddin (“Aina”) has over 25 years of dedicated HR leadership experience, honed across various sectors including banking and finance, insurance, telecommunications, and shared services. Her extensive expertise lies in designing and implementing HR strategies that drive business impact and organizational transformation.

As an accredited HRD Corp Trainer, Aina has provided invaluable consultation and strategic solutions, guiding businesses through intricate HR challenges while maintaining a strong focus on sustainable growth. Her training expertise spans a wide array of subjects, from core HR functions to advanced technical topics, equipping participants with the knowledge and skills needed to thrive in dynamic environments. With a specialized focus on Southeast Asia, Aina possesses an in-depth understanding of the unique intricacies and evolving dynamics inherent to the regional HR landscape.

Aina holds several professional certifications, including the Myers-Briggs Type Indicator (MBTI) Accreditation, Competency- Based Training and Education Specialist Certification, and Developer Learner and Facilitation Certificate, reflecting her commitment to enhancing her capabilities as a trainer and HR professional. These qualifications complement her ability to tailor training programs to address diverse learning needs and foster personal and organizational growth. Aina’s academic achievements include a Master’s degree in Human Resource Management, further underscoring her dedication to advancing her knowledge and expertise in the field. Throughout her career, she has consistently demonstrated her ability to lead transformative HR initiatives and deliver significant business results.

Previously, Aina held the position of HR Head at Allianz Partners, where she successfully implemented a comprehensive HR system and played a pivotal role as a Change Hero in launching a highly effective Rewards and Recognition Program. She spearheaded transformative HR initiatives across Malaysia, Singapore, and Indonesia, addressing complex challenges and delivering impactful solutions. Additionally, Aina served as the HR Director at Chartis, where her accomplishments included leading change management transitions and contributing to the review and development of harmonized terms and conditions of service.

She has also held various HR leadership and HR Business Partner roles at well-known organizations such as BIMB Holdings, IBM, Electrolux Center of Excellence, Scope International, and Celcom, where she continually shaped high-impact HR strategies and enhanced organizational capabilities.

With over three decades of HR leadership, Aina has established herself as a seasoned professional across diverse industries. Her journey in HR has been marked by a relentless pursuit of excellence, with a focus on crafting and executing strategic initiatives that optimize organizational performance and drive sustained growth. During her career, she has demonstrated her prowess by successfully implementing HR systems and spearheading transformative initiatives like Rewards and Recognition Programs. Her role as a Change Hero highlights her ability to navigate and lead significant HR transformations across geographies, particularly in Malaysia, Singapore, and Indonesia.

Aina's contributions have been instrumental in leading change management transitions and driving the review and development of harmonized terms and conditions of service. Her tenure at various reputable organizations further solidifies her reputation as a trusted HR leader and strategic partner. Her career journey exemplifies a commitment to continuous improvement and a passion for fostering a culture of excellence in HR. Her track record of delivering impactful results and driving organizational success through innovative HR strategies speaks volumes about her expertise and leadership acumen.

Aina's dedication to training and talent development has been pivotal in empowering individuals and teams to achieve excellence within the organizations she has served. Her commitment goes beyond execution, as she provides invaluable guidance and strategic solutions to address complex HR challenges. Her approach is marked by a deep understanding of the unique intricacies and evolving dynamics of the Southeast Asian HR landscape.

With her specialized focus on Southeast Asia, Aina brings unparalleled expertise in understanding the region's HR nuances. Through her skillful delivery, she ensures participants gain profound insights into advanced technical topics, enabling them to navigate the complexities of HR development with confidence. Her academic and professional achievements, combined with her certifications, serve as a testament to her unwavering dedication to advancing her knowledge and expertise in HR training and talent development. Aina's relentless pursuit of excellence sets a standard for continuous learning and growth, benefiting individuals and organizations alike.