

MUHAMMAD ZAHIRUDDIN

PEOPLE & CAPABILITY LEADER | GROUP HR | HR BUSINESS
PARTNERING | WORKFORCE STRATEGY | ORGANISATIONAL
DEVELOPMENT

- Kuala Lumpur, Malaysia
- +6018-6662077
- zahierkhairul@gmail.com
- www.zahiruddin.net

People & Capability and HR leader with 17 years of cross-sector professional experience spanning aerospace, defence-related environments, emergency response, education, diversified business groups, consulting and organisational growth. Brings progressive leadership across HR, workforce planning, organisational development, recruitment, employee relations, learning and capability development, government relations, risk, occupational safety and health, and business growth.



CAREER JOURNEY



Akademi Pintas
Aug 2009 - Jan 2015
5y 6m



Putra Intelek
Feb 2015 - Mar 2019
4y 2m



PTCM
Mar 2019 - Dec 2022
3y 9m



Yayasan Amjad
Dec 2022 - May 2025
2y 5m



TAE Aerospace
May 2025 - Present
1y 3m

EXECUTIVE IMPACT AT A GLANCE						
17 Years	Aug 2009	1,700	800 + 3,000	60 SMEs	RM7.5M	RM950K
Professional Experience	Career Commencement	Peak Student Population	Personnel + Auxiliary Workforce	600+ Employees Advised	Annual Retainer Revenue	Avg Monthly Revenue

CORE STRENGTHS

HR Operations

Talent Acquisition

Learning & Development

Training Needs Analysis

HRBP & Stakeholder Management

Government Relations

Employee Relations

Payroll & Workforce Administration

Safety, Risk & Compliance

Organisational Development

Corporate Communications

Business Development

CURRENT ROLE

Aerospace, People & Capability, Workforce Build-Up and Strategic Stakeholder Leadership



TAE Aerospace Malaysia

PEOPLE & CAPABILITY MANAGER

May 2025 - Present | 1 year 3 months

Aerospace | Defence | MRO

GREENFIELD

Malaysia operation build-up

AEROSPACE MRO

Technical workforce readiness

DEFENCE

RMAF | MINDEF | PERHEBAT

CROSS-BORDER

Australia-Malaysia integration

Serve as the principal local People & Capability lead for TAE Aerospace's Malaysian operation, building the workforce, organisational systems, people capability, local stakeholder relationships and cultural foundations required to support establishment, growth and long-term success. Act as a multidisciplinary bridge connecting TAE Australia, TAE Malaysia, Malaysian government institutions, defence stakeholders, workforce partners and regional opportunities.

PEOPLE & CAPABILITY / HR OPERATIONS

- **People Strategy & HR Leadership:** Lead local people priorities aligned with operational and strategic objectives.
- **Senior Management Advisory:** Advise management on workforce requirements, employment matters, local labour considerations and people-related business risks.
- **Corporate Policy Localisation:** Translate Australian corporate practices into the Malaysian operating environment while maintaining corporate alignment.
- **Workforce Planning:** Develop manpower plans, critical position requirements, capability gaps and hiring priorities.
- **Technical Recruitment:** Manage recruitment for technical, operational and support roles including sourcing, screening, interviews, offers and onboarding.
- **HR Operations:** Support contracts, documentation, statutory setup, employee records, leave, payroll coordination and employee lifecycle administration.

STAKEHOLDERS / CAPABILITY / RISK

- **PERHEBAT & Veteran Transition:** Develop workforce pathways through Malaysia's military-transition ecosystem.
- **Learning & Capability:** Conduct TNA and coordinate development initiatives for technical and non-technical workforce readiness.
- **Employee Relations:** Advise managers on workplace concerns, grievances, performance matters and documentation.
- **Government & Defence Relations:** Support relationships with RMAF, MINDEF, PERHEBAT and strategic institutional stakeholders.
- **HSE & Safety Culture:** Support safety induction, hazard awareness, safe work practices and emergency preparedness.
- **Corporate Communications:** Prepare articles, internal communications, stakeholder write-ups, executive correspondence and employer branding content.

SYSTEMS, LOCALISATION, IMMIGRATION & EXECUTION

- **HR Systems & Infrastructure:** Maintain HRHub, employee records, recruitment tracking, onboarding data, training records and workforce reporting.
- **Expatriate & Immigration Support:** Coordinate Employment Pass and expatriate requirements for international employees and business operations.
- **Malaysian Cultural Intelligence:** Advise Australian leadership on Malaysian business culture, workplace expectations, religious considerations, protocol and communications.
- **Project Management & Execution:** Convert workforce and stakeholder initiatives into action plans, timelines, responsibilities, risk controls and management updates.
- **Strategic Opportunity Identification:** Identify training, institutional, workforce and market opportunities that strengthen Malaysia and regional business positioning.

Not merely maintaining HR processes, helping build the workforce, capability, systems, culture and stakeholder relationships required for an aerospace operation to establish and grow successfully in Malaysia.

CAREER EXPERIENCE

Diversified Group HR Leadership, Workforce Development and Business Building



Yayasan Amjad / Amjad Group

GROUP HR DIRECTOR

Dec 2022 - May 2025 | 2 years 5 months

Diversified Group | Social Enterprise | Commercial Businesses

120

Face-to-face salespersons

9

Digital agency team

RM4M

Organisational & business value

MULTI-ENTITY

Sales | TVET | Retail | F&B | Digital

Held group-level responsibility for human resources, organisational development, workforce capability and people operations across a diversified ecosystem spanning direct sales, TVET and professional training, digital marketing and technology, self-service laundry, grocery retail, F&B, publishing, distribution and business consulting.

AMJAD MILLENNIUM • AMJAD ACADEMY • AMJAD MARKETING • AD LAUNDRY • AD MART • F&B • AD DISTRIBUTOR • AMJAD CONSULTING

GROUP HR LEADERSHIP & PEOPLE OPERATIONS

- **Group HR Leadership:** Led HR and people-management activities across multiple businesses, covering recruitment, employee administration, payroll, performance, workforce planning, training and career development.
- **Multi-Business Workforce Management:** Provided HR leadership across direct sales, digital, retail, F&B, maintenance, education, training, publishing and consulting operations.
- **Recruitment & Talent Acquisition:** Managed manpower identification, candidate sourcing, screening, interviews, selection, onboarding and placement across professional, operational and frontline roles.
- **Payroll & Salary Administration:** Coordinated salary calculations and payment processing for employees across operating businesses.
- **Sales Commission Management:** Managed commission calculations and payment administration for approximately 120 face-to-face sales agents.
- **HR Governance & Process Improvement:** Strengthened people processes, documentation, internal guidelines and workforce practices.

ORGANISATIONAL DEVELOPMENT & CAPABILITY

- **Career Pathway Development:** Designed structured career progression pathways for sales agents, defining competencies, performance expectations, learning requirements and promotion milestones.
- **Training Needs Analysis:** Identified competency gaps and translated them into learning priorities, coaching and capability-building initiatives.
- **Learning & Development:** Designed and delivered internal programmes covering sales capability, customer engagement, communication, product knowledge and performance improvement.
- **Performance & Talent Development:** Supported employees and agents through coaching, developmental feedback and targeted interventions.
- **Organisational Development:** Improved organisational structures, workflows, roles, reporting relationships and internal people processes.
- **Business Setup & Workforce Establishment:** Played a hands-on role in establishing new business units, including workforce planning, role design, recruitment and process development.

AMJAD MILLENNIUM - DIRECT SALES WORKFORCE

- **Large Sales Workforce Support:** Provided HR leadership and people support for approximately 120 face-to-face sales agents distributing educational and religious publications.
- **Recruitment & Workforce Growth:** Supported recruitment, interviewing, onboarding and development of new sales agents.
- **Commission & Incentive Management:** Calculated and administered sales commissions and incentives aligned with sales output.
- **Career Development Framework:** Built promotion pathways, competency expectations and learning milestones for sales agents.

AMJAD MARKETING - DIGITAL AGENCY

- **Digital Agency Setup:** Established and developed Amjad Marketing as a digital marketing, social media, creative and website-development agency.
- **Team Establishment:** Built a 9-member multidisciplinary team of graphic designers, website developers, sales executives and digital personnel.
- **Recruitment & Team Development:** Recruited, interviewed, onboarded and developed creative, technology and commercial employees.
- **Campaign & Creative Direction:** Guided campaign strategy, creative concepts, social media content, website development and marketing direction.

Built group-wide people systems across distinct workforce models, from commission-based field sales to digital professionals, retail staff, trainers and operational teams.

YAYASAN AMJAD - CONTINUED

TVET, Professional Training, SME HR Business Partnering and Strategic Relationships



Yayasan Amjad / Amjad Group

GROUP HR DIRECTOR

Dec 2022 - May 2025 | 2 years 5 months

Amjad Academy | Amjad Consulting | Group Businesses

60 SMEs

Retained client portfolio

600+

Employees across clients

RM7.5M

Annual retainer revenue

HRBP

Owner-level people advisory

AMJAD ACADEMY - TVET, TRAINING & WORKFORCE DEVELOPMENT

- **Training Provider Establishment:** Established and developed Amjad Academy as a dedicated TVET, professional training and workforce-development arm.
- **HRD Corp Registration:** Led registration and development as an HRD Corp registered training provider.
- **TVET Programme Development:** Developed technical and vocational training content aligned with Malaysia's TVET framework and NOSS.
- **National Skills Standards Alignment:** Structured content with reference to competency standards administered by JPK.
- **Curriculum & Syllabus Development:** Developed syllabi, course structures, modules and programme content for vocational skills and workforce readiness.
- **Trainer Recruitment & Selection:** Recruited, interviewed and evaluated accredited and professional trainers based on expertise and delivery capability.
- **Trainer & Provider Coordination:** Acted as the bridge between trainers and training provider, coordinating course structure, scheduling, documentation and delivery expectations.
- **Adult Learning & Andragogy:** Applied HRD Corp TTT and JPK trainer knowledge to programme design and adult-learning methodology.

AMJAD CONSULTING - HRBP & SME ADVISORY

- **HR Business Partnering to SME Owners:** Served as people and organisational adviser to founders and management teams across 60 SMEs.
- **Workforce Planning & Structure:** Advised on manpower requirements, reporting lines, role clarity and workforce alignment for growth.
- **Recruitment Advisory:** Supported manpower planning, job descriptions, sourcing, interviews, selection, onboarding and retention.
- **Employee Relations:** Advised on grievances, conflicts, attendance, misconduct, morale, complaints and communication breakdowns.
- **Performance Management:** Helped establish expectations, KPIs, reviews, coaching interventions and approaches for underperformance.
- **HR Policies, SOPs & Documentation:** Supported employee guidelines, HR policies, SOPs and people-governance structures suited to SMEs.
- **Payroll, Compensation & Commission Advisory:** Advised on salary administration, incentives, commissions, payroll and reward-performance alignment.
- **Leadership & Manager Capability:** Coached SME owners and line managers on delegation, communication and people leadership.

OTHER GROUP BUSINESSES & STRATEGIC RELATIONSHIPS

- **AD Laundry:** Supported staffing and maintenance coordination across self-service laundry branches.
- **AD Mart:** Supported HR and staffing requirements for grocery retail operations.
- **F&B Operations:** Managed recruitment, staffing and people administration for café and food-service employees.
- **AD Distributor:** Supported publishing, printing and book-distribution workforce requirements.
- **Stakeholder Relations:** Developed working relationships with HRD Corp, MARA, SME Corp, universities, trainers and institutional partners.

A portfolio that proves both internal Group HR and external HRBP advisory capability across 60 retained SMEs and more than 600 employees.

CAREER EXPERIENCE

National Emergency Response HR, Workforce Capability and HRBP Assignment



Pasukan Tindakan Cemas Malaysia

DIRECTOR OF HUMAN RESOURCES (KETUA TURUS STRATEGI)

Mar 2019 - Dec 2022 | 3 years 9 months

Emergency Response | National Workforce | Government Relations

800

Personnel

~3,000

Auxiliary personnel

18

Officers

12 STATES

State-level coordination

Held national-level responsibility for human resources, organisational capability, workforce readiness and strategic people development within a Malaysian emergency and disaster-response organisation. Led and coordinated 18 officers, including designated Strategy Officers across 12 Malaysian states, supporting organisational structuring, training and capability development, employee relations, discipline, investigations, internal communications and emergency preparedness.

HR LEADERSHIP, ORGANISATION & EMPLOYEE RELATIONS

- **HR Leadership & Organisational Development:** Led national-level HR and organisational development initiatives across national, state and district levels.
- **National Team Leadership:** Led and coordinated 18 officers across 12 states, providing direction on structure, capability, employee relations, discipline and communications.
- **Workforce Planning & Structure:** Advised State Directors on role allocation, reporting relationships, responsibilities and implementation frameworks.
- **TNA & Capability Development:** Identified competency gaps across 800 personnel and used TNA to guide training priorities and readiness interventions.
- **Employee Relations & Internal Communications:** Managed communication and resolution of people-related matters involving members, officers, State Directors and national leadership.
- **Discipline, Conduct & Investigations:** Oversaw discipline, conduct and investigations including fact-finding, documentation, accountability and procedural consistency.

TRAINING, OSH, RISK & GOVERNMENT COORDINATION

- **Emergency Response Training:** Planned capability development in disaster management, emergency response, fire safety, first aid, CPR, search and rescue, flood response and evacuation.
- **Occupational Safety & Health:** Integrated OSH principles including hazard identification, risk assessment, PPE awareness, emergency procedures and safe work practices.
- **Risk Management & Operational Readiness:** Applied risk-management principles to identify hazards and strengthen workforce preparedness.
- **Government & Multi-Agency Relations:** Worked with NADMA, MKN, BOMBA, PDRM, Prime Minister's Department, state governments and Malaysian Armed Forces.
- **National Programme Leadership:** Oversaw national-scale programmes and supported State Directors and Strategy Officers in state-level implementation.
- **Training Credentials:** Earned JPK Certified Trainer and HRD Corp Train-the-Trainer credentials during this period.

STRATEGIC HR BUSINESS PARTNER ASSIGNMENT - KRIS KAWALRAPI SDN BHD

- **HRBP Assignment:** Provided HR business partnering support to directors and Operations Officers in a private security company employing 800+ security personnel.
- **Hospital Security Workforce Exposure:** Supported workforce practices for major deployments at Hospital Kuantan, Hospital Ipoh and Hospital Serdang.
- **Workforce SOP Development:** Developed people-related SOPs covering attendance, clocking, roster adherence, shift handovers, post responsibilities and escalation.
- **Employee Relations & Conduct:** Supported matters involving attendance, absenteeism, performance concerns, complaints and disciplinary issues.
- **Training & Compliance:** Supported identification of training requirements and statutory/security-related compliance requirements.
- **Operational Risk & Workforce Safety:** Applied risk, OSH and emergency-preparedness principles to site readiness and personnel accountability.

Built substantial experience across HR leadership, organisational development, TNA, employee relations, investigations, OSH, emergency preparedness, government relations and HRBP support for large-scale workforce governance.

CAREER EXPERIENCE

Education Business Development, Government Relations and National Programmes



Putra Intelek International College

BUSINESS DEVELOPMENT MANAGER

Feb 2015 - Mar 2019 | 4 years 2 months

Education | Recruitment | Government Relations | CSR

21

Internal team members

57

Freelance recruitment agents

1,700

Peak student enrolment

RM950K

Average monthly revenue

Joined while completing the final stage of a Diploma in Risk Management, initially supporting student recruitment and marketing before progressing to Business Development Executive and ultimately Business Development Manager. Led a 21-member internal team and a nationwide network of 57 freelance recruitment agents, supporting institutional growth, student acquisition and external engagement.

BUSINESS DEVELOPMENT, TEAM LEADERSHIP & REVENUE

- **Team Leadership & People Management:** Led a 21-member internal team across business development, marketing, student recruitment and counselling.
- **Recruitment & Team Building:** Recruited, interviewed and selected marketeers, student recruiters and counsellors.
- **Training Needs Analysis & Coaching:** Developed interventions to improve programme knowledge, communication, lead conversion and field effectiveness.
- **Agent Network Leadership:** Built and managed a network of 57 freelance recruitment agents across Malaysia.
- **Commission & Incentive Structure:** Helped develop and administer commission structures aligned with enrolment performance.
- **Revenue Generation:** Led student recruitment and business-development activities generating approximately RM950,000 average monthly revenue.

GOVERNMENT RELATIONS, MARKETING & STUDENT SUPPORT

- **Student Scale:** Supported recruitment strategies contributing to peak enrolment of 1,700 students across Risk Management, Logistics, IT, Entrepreneurship and Cybersecurity.
- **Government Relations:** Built relationships with ADUN, MP offices, State Education EXCO, PPD, JPN, MOE, MOHE and Department of Social Welfare.
- **Financial Support Coordination:** Supported students accessing PTPTN, MARA, state zakat, EPF, foundations and cooperatives.
- **Digital Marketing:** Led social media management, digital marketing direction, campaign strategy and creative messaging.
- **Events & Roadshows:** Led school tours, education fairs, public events, community programmes and institutional branding activities.
- **Industry Engagement:** Developed relationships with employers for internship placements, industry exposure and graduate employment opportunities.

SELECTED NATIONAL STRATEGIC PROGRAMMES & INTERNATIONAL REACH

NATIONAL CSR, PUBLIC AFFAIRS & INDONESIA ENGAGEMENT

- **Malaysia Against Bullies Programme:** Led a national anti-bullying programme across 136 schools in 5 Malaysian states, reaching more than 100,000 students and securing approximately RM680,000 in government grant funding.
- **High-Level Launch:** Delivered the official national launch within an intensive 3-day execution window, officiated by the Deputy Prime Minister of Malaysia with national media coverage.
- **Youth Career Empowerment:** Developed youth empowerment initiatives combining martial arts, discipline, leadership and career awareness.
- **Indonesia Programmes:** Helped establish a 40-member team in Indonesia and supported entrepreneurship programmes for youth.
- **Indonesia Government Relations:** Worked with Dinas Pendidikan at district, regency and provincial levels; Bupati; SekDa; and Ministry of Cooperatives and SMEs Republic of Indonesia.
- **Regional Programme Delivery:** Contributed to more than 100 educational programmes, workshops, conferences and community activities across Indonesia.

CAREER EXPERIENCE

Early HR, Administration and Education Operations Foundation



Akademi Pintas

HR & ADMINISTRATION EXECUTIVE

Aug 2009 - Jan 2015 | 5 years 6 months

Tuition Centre | Education Operations | Family Business

31

Tutors coordinated

700

Peak students

5Y 6M

Early HR & admin foundation

AGE 16

Started while studying

Started working at Akademi Pintas while studying, supporting the family-run tuition and education centre. Built an early foundation in HR, administration, tutor recruitment, payroll, student operations, licensing, facilities coordination, marketing and centre operations across a high-volume education environment.

HR ADMINISTRATION, TUTOR MANAGEMENT & PAYROLL

- **Tutor Recruitment:** Supported recruitment, interviews, selection and onboarding of tutors.
- **HR Documentation:** Handled tutor records, HR documentation, attendance tracking and payment-related documentation.
- **Payroll & Payments:** Calculated classes, tutor hours and monthly payment amounts, coordinating payment distribution.
- **Operations Coordination:** Supported smooth day-to-day centre operations across classrooms, schedules, students and tutors.
- **Student Records:** Maintained student documentation, attendance records and administrative data.
- **Tutor Support:** Assisted tutors with syllabi, teaching instruments, modules, books, photocopying and printed materials.

OPERATIONS, FACILITIES, MARKETING & STUDENT SUPPORT

- **Licensing & Municipal Liaison:** Liaised with municipal authorities for licences and operational matters.
- **Facilities & Vendors:** Managed utilities, billing, stationery, cleaners, maintenance and operational supplies.
- **Class Layout Planning:** Helped draft class layouts and support classroom utilisation.
- **Events & Engagement:** Organised Raya and festive celebrations, supporting student, parent and tutor engagement.
- **Marketing Support:** Supported marketing activities, parent communication, promotional materials and enrolment support.
- **Service Delivery:** Contributed to service quality for students, parents, tutors and centre operations.

EDUCATION

Bachelor in Business Administration

Charter University | 2019

Diploma in Risk Management

Putra Inteltek International College | 2015

Diploma in Human Resource Management

Udemy | 2025

Sijil Pelajaran Malaysia (SPM)

Victoria Institution | 2010

Early career foundation: HR administration, recruitment, payroll, documentation, operations, parent communication and education-sector service delivery.

EDUCATION & CREDENTIALS

Professional Certifications, Training Credentials and Management Development

PROFESSIONAL CERTIFICATIONS

SHRM Senior Certified Professional (SHRM-SCP)

Society for Human Resource Management | 2026

Project Management Professional (PMP)

Project Management Institute (PMI) | 2026

Lean Six Sigma Black Belt

Minitab & ASQ | 2026

Lean Six Sigma Green Belt

Minitab & ASQ | 2025

Safety and Health Officer Certification

NIOSH | 2017

Occupational Safety and Health Coordinator

NIOSH | 2025

Certified Risk Associate (C.R.A.)

European Institute of Risk Management | 2011

Certified Supervisor

Institute of Certified Professional Managers | 2020

TRAINING & DEVELOPMENT CERTIFICATIONS

Certified Centre Manager — PP-PPD-PPB, TVET

Department of Skills Development, Ministry of Human Resources | 2024

JPK Certified Trainer

Department of Skills Development, Ministry of Human Resources | 2023

Train-the-Trainer Certified Trainer

HRD Corp | 2023

Anti-Sexual Harassment TOT Coaching

Malaysia Social Institute | 2023

Black Belt — Leadership Development

ESQ Leadership Center | 2021

Certified Professional Lie Detector & Truth Extractor Specialist

My Body Language Academy | 2023

Motivating and Engaging Employees

Project Management Institute (PMI) | 2021

OTHER MANAGEMENT CERTIFICATIONS

Social Media Marketing Specialist

Northwestern University | 2020

Digital Advertising Strategy Specialist

University of Colorado | 2020

Customer Service Leadership

Project Management Institute (PMI) | 2021

Project Management: Government Projects

Project Management Institute (PMI) | 2021

Strategic Thinking

Project Management Institute (PMI) | 2021

Credential stack: HR + Project Management + Lean Six Sigma + Risk + OSH + Training + TVET + Digital + Leadership.

EXECUTIVE POSITIONING

How this career story differentiates Muhammad Zahiruddin



ONE PERSON. MULTIPLE STRATEGIC CAPABILITIES.

A rare career combination that connects HR leadership, workforce capability, operational administration, training and TVET, safety and risk, stakeholder engagement, government relations, business development, digital execution and current aerospace operations.

Positioned for: HR & Admin Manager | People & Capability | Head of HR | Group HR | HR Business Partner | Organisational Development | Workforce Strategy

EXECUTIVE STRENGTH MAP

People & Capability

TAE Aerospace current role, workforce planning, technical hiring, employee relations and capability development.

Group HR & HRBP

Yayasan Amjad, Amjad Consulting and Kris Kawalrapi assignments prove multi-entity and client-facing HR advisory.

Government & Stakeholder Relations

Experience with ministries, agencies, education offices, defence stakeholders, RMAF, PERHEBAT, NADMA, MKN, Mindef, MOE, MOF, PMO, and Indonesian entities.

Safety, Risk & High-Risk Operations

NIOSH, OSH Coordinator, risk management, emergency response and disaster-readiness experience.

Business Development & Revenue

RM950K average monthly revenue, RM7.5M annual retainer portfolio, digital marketing and business growth exposure.

Training, TVET & Learning

HRD Corp TTT, JPK Trainer, Centre Manager TVET, NOSS-aligned syllabus development and TNA across multiple settings.

CONTACT

Kuala Lumpur, Malaysia

+6018-6662077

zahierkhairul@gmail.com

www.zahiruddin.net