

Deena Abraham

Worked in four multinationals with different cultures and in different industries (Food, Chemicals, Heavy Lift & Safety Services – Engineering & Cyber), as well as a local conglomerate involved in multiple industries ranging from financial services, Property, Construction, Hospitality & Education. Currently provides pro bono service to an NGO. This backdrop reinforces the belief that it is important to engage clients to understand and adapt to the needs of the Organization. This is necessary to propose different approaches to suit needs. Deena continues to provide advice and conducts training workshops.

Experience comes from Senior Management roles responsible for end-to-end Human Resource areas and engaged with business to meet present and plan for future requirements – build the talent pipeline, leadership development.

No organization team can be force-fit into the latest ways but into ways that enable the Organization to make the necessary changes to realize its goals to remain competitive and profitable while authentically addressing the vital people factor.

Work Experience:

2022 – Freelance consulting & training

2020 – July 2021 – Mammoet Heavy Lift Singapore. HR Integration Manager, Asia

Pacific. (Employed on Project).

August 2021 – March 2022: HIMA Singapore Pte Ltd. HR Business Partner Asia Pacific (Part time employment).

2015 – 2022 – Consulting and Training.

- i) Industrial relations – consulting discipline, employee contracts, collective agreements, coaching for collective bargaining & workshops.
- ii) Performance Management – advisory services & training.
- iii) Talent management – succession planning.
- iv) Employment law – workshops (pro-bono work for NGO).
- v) Managing Employees – workshop.
- vi) ROI – learning – training, (public).
- vii) Strategic HR for Non-HR
- viii) Practitioner's View of Retrenchment – Talk
- ix) Snapshot of employee contract based on EA – Talk
- x) Personal rebranding for success – training
- xi) Collective bargaining -collective bargaining - coaching

- xii) Collective Agreement – Training
- xiii) Employee handbook
- xiv) Cost analysis of benefits
- xv) PIP

2013 – July 2015, Director, Regional Learning: Deena's last appointment was with BASF Southeast Asia, Singapore as Director, Regional Learning. Her task in this portfolio was to manage a substantial project to set up a Learning Campus in Singapore for the development of Leaders and Talent and to transition the learning agenda from Hong Kong to Singapore.

2009 – 2012, Director-HR ASEAN, BASF Southeast Asia, Singapore: Reporting to the MD and part of the Management team for ASEAN, Deena was responsible for all HR operations in ASEAN. One of the key achievements besides talent and succession management was the creation of an ASEAN Management Development Program with real business projects as part of the leadership and business grooming process for fresh graduates.

2005 – 2009, Director – HR & Corporate Communication, BASF Malaysia: Prior to being posted in 2009 to Singapore, Deena joined BASF in 2005. Her priorities were to introduce succession planning to the Organization in a formalized, structured process. As part of the Executive Team, she was involved in key decisions and also stabilized and developed the HR team, bringing in her own successor in 2008.

1998 – 2005, HR Senior Manager (level in last position) – Nestle Products Malaysia : Deena made a deliberate career move to gain multinational experience and exposure and joined Nestle in Malaysia. She had the opportunity to be involved in global projects both in Learning and Development, which included talent management and succession planning. She introduced a functional competency assessment process to enable an objective assessment for the purpose of training which was created into an online measurement process. Working with global and regional partners, Deena got the confidence of local Top Management which comprised a multinational team, to formalize and implement the talent management, succession planning process. In addition, she also used analytics to obtain approval to halt management traineeship programs and to introduce an Executive Development program aimed at addressing gaps that would arise in the future. She handled a number of different portfolios in HR, ranging from Training and development to Industrial relations, SAP worldwide pilot implementation as part of the global process and HR Operations.

1990 - 1997, Vice-President Group Human Resource Division, MBf Group of Companies.

Recognizing her forte in industrial relations, Deena was asked to set up the department for the conglomerate which was a multi-industry operations Headquartered in Malaysia covering all of Asia Pacific. Businesses ranged from Finance, Hotels operations, Properties, Plantations, Manufacturing, Education and Construction.

She was responsible for all HR matters for the group and had an enriching experience which included talent acquisition in London, India and Australia.

1989 – 1990, Employee Relations Executive, Resorts World Bhd

Trade Union relations and employee relations covering discipline, grievance handling and counselling of employees in hotel and casino operations with 2,000 employees who lived on-site.

1984-1989, National Union of Commercial Workers

After a short stint in a trading house and in advertising, Deena's career in Human Resource commenced in 1984 as an Industrial Relations Officer for the National Union of Commercial Workers – a Trade Union.

Responsible for around sixty companies in different industrial sectors provided her with the opportunity to understand different business and corporate cultures while representing employees. Her role spanned from collective bargaining with Senior Management teams, defending employees at domestic inquiries, counselling and conciliation and facilitating development programs for leaders to prepare them for collective bargaining and to build an understanding for a healthy rapport with management so as to be professional and effective.

This wealth of experience reinforced her academic knowledge and was a strong foundation as she progressed in her career from the Union to hold Senior Management positions in the Corporate Sector.

Deena has had the unique opportunity to engage in collective bargaining from both sides of the table and I was able to introduce the first performance driven salary increment for employees in the union category through the process of collective bargaining.

Education:

1976 – 1979: BSc Zoology degree, All Saints College, Kerala University – 1st Class

1979 – 1981: Masters in Sociology, Loyola College of Social Sciences, Kerala University – 1st in University with a 1st Class.