



Norlida Azmi
Chief People and Culture Officer, PNB

Norlida Azmi is the Chief People and Culture Officer of PNB where she is leading the Workplace & Organizational Transformation initiatives, in addition to managing the Knowledge Management and Education (Scholarships) units. She has more than 25 years of experience spanning from various disciplines; strategy, human capital management, communication as well as client and risk management. She served at various international and regional financial institutions and corporations including Citibank, Standard Chartered and regional Middle Eastern banks in Singapore, UK, Saudi Arabia, Qatar and UAE.

After more than 18 years abroad she returned to Malaysia in 2014 as the Group Chief Human Capital Officer of UEM Group. She also served as a director on Cement Industries of Malaysia Berhad then. She then moved on to assume the position of Country Head of Human Resources at HSBC Malaysia where she implemented key change programmes driving customer-centricity and agile mindsets, digital and sustainability readiness and total well-being covering physical, mental and financial programmes. She was also one of the EXCO sponsors for the Balance Employee Resource Group driving gender diversity.

She is an advocate for Digital, Inclusion and Diversity as well as Total Well-Being. She is a working committee member of 30% Club Malaysia under the Talent Pipeline Pillar and a mentor in Leadwomen, LeanIn and Young Corporate Malaysians Mentoring Programmes.

Norlida holds an MBA with emphasis on Finance and BSc in Computer Science.