CHE WAN AZLAN CHE WAN CHIK

Organisational Change & Transformation Leader | Strategic Communications | Stakeholder Engagement | Business Readiness & Adoption

Bandar Baru Bangi, Selangor | +6010 288 1084 | chewanazlan@gmail.com
LinkedIn: https://www.linkedin.com/in/chewanazlan

Executive Profile

Organisational change and transformation leader with 14+ years across PETRONAS, including enterprise HR transformation and change management. Led change management for myCareerX and developed strategies that connected leadership intent with employee understanding, readiness and adoption. Trusted adviser to senior HR and business leaders during sensitive workforce transitions. Combines structured change communications, stakeholder engagement and facilitation with international strategic communications experience to help people understand and act on organisational change.

Core Expertise

Enterprise change management • HR transformation • Change strategy and communications • Organisational readiness • Employee adoption and behaviour change • Leadership alignment • Stakeholder engagement • Digital adoption channels • Feedback loops • Workshop facilitation • Leadership coaching • Agile coaching

Selected Transformation Impact

- myCareerX: Led change management for an enterprise career-development launch reaching 30,000+ PETRONAS employees across business units and geographies.
- refined Employee Performance Management (rEPM): Designed strategic communications that strengthened leadership alignment and employee understanding across multiple business units.
- Facilitation: Delivered 50+ leadership, onboarding and enterprise engagement sessions impacting 1,000+ employees and leaders.

Professional Experience

Manager Change Management & Communications

PETRONAS Group Human Resource Management | 2023–2025

- Architected enterprise change communication strategies for concurrent HR transformation programmes, embedding adoption tactics from kick-off through sustainment.
- Translated executive intent and complex policy shifts into clear employee narratives, building awareness, understanding and commitment across business units.
- Advised senior leaders on messaging, tone and sequencing during sensitive organisational transitions to support leadership alignment and employee trust.
- Built pulse-survey and feedback loops to assess communication effectiveness and refine messaging, improving stakeholder engagement scores quarter-over-quarter.
- Scaled intranet, Viva Engage and leadership video channels to extend reach and enable two-way dialogue with geographically distributed teams.

Professional Experience Continued

Senior Executive Change Management & Communications

PETRONAS Group Human Resource Management | 2021–2023

- Led change management for the enterprise myCareerX launch, reaching 30,000+ employees across PETRONAS business units and geographies.
- Designed a phased change communication approach spanning awareness, education, activation and sustainment to drive platform adoption and embed new career-development behaviours.
- Launched leader videos, FAQs and change-agent toolkits to explain a complex HR product to non-technical audiences and equip those supporting the change.
- Partnered with senior HR and business leaders on executive messaging during sensitive workforce transitions, protecting trust while accelerating adoption.

Senior Executive Marketing & Content Production Management

Retail Business Division, PETRONAS Dagangan Berhad | 2019–2021

- Directed integrated marketing and content campaigns supporting a nationwide network of 1,000+ service stations, coordinating category, operations and agency teams.
- Produced digital, social and in-station content to strengthen brand presence and support Mesra loyalty programme engagement.
- Rebuilt content production workflows, shortening turnaround times and establishing a repeatable approach to campaign execution.

Senior Executive Group Strategic Communications

PETRONAS Lubricants International Sdn. Bhd. | 2017–2019

- Directed Media Day operations at the Geneva International Motor Show 2018, managing international press engagement for PETRONAS Lubricants.
- Led PR and media strategy for the PETRONAS Syntium Australia launch in 2018, coordinating in-market activation and press coverage.
- Managed media relations for the PETRONAS Global Research and Technology Centre preview and launch events; led planning and execution of PLI World Championship Celebrations.

Senior Executive, Retail Business Planning

Retail Business Division, PETRONAS Dagangan Berhad | 2014–2017

- Led the Communication In Action programme, equipping Retail Business Division employees with marketing knowledge and advocacy tools.
- Developed and implemented PETRONAS Stations Zoning Guidelines for consistent retail communications and branding nationwide.
- Planned stakeholder and business development events, including Experience 2 Believe programmes; managed RETAILOne and weekly fuel price-change communications, and produced annual report content.

Professional Experience Continued

Senior Executive, Stakeholder Management

Retail Business Division, PETRONAS Dagangan Berhad | 2013–2014

- Managed municipality and government-agency relationships on land matters for station development; coordinated approvals, permits and stakeholder issues across Retail Network, Real Estate and Retail Engineering.

Senior Executive, Loyalty Management

Retail Business Division, PETRONAS Dagangan Berhad | 2011–2013

- Acquired and managed strategic partners for the PETRONAS Mesra Loyalty Programme; planned partnership promotions, member communications and engagement events.

Earlier Career

Manager, Corporate Services

Al-Hijrah Media Corporation | 2009–2011

Supported establishment of the Al Hijrah Broadcast Centre, managing contractors, vendors, office protocols and Board meeting secretariat activities.

International Accounts Manager | Royal Selangor International Sdn. Bhd. | 2007–2009

Assistant Manager, Sales & Marketing | Carpets International (M) Sdn Bhd | 2003–2007

Marketing & Inside Sales Associate | EDS Eastern Regional, St Louis, USA | 1999–2003

Certifications

Accredited HRDC Trainer • Certified LEGO Serious Play Facilitator
Certified AGILE Coach • Certified SCRUM Master

Education

B.A. Mass Communications & Public Relations | 1997–2001
University of Missouri St. Louis, St. Louis, Missouri

B.A. English Literature | 1997–2001
University of Missouri St. Louis, St. Louis, Missouri

Associate Degree in English | 1995–1997
MARA Community College, Kuantan, Pahang

Facilitation and Tools

Workshop facilitation, leadership coaching, training design, advanced public speaking, train-the-trainer and HRDC-accredited training delivery.

Microsoft 365 (Excel, PowerPoint, Access: proficient); Viva Engage / Yammer; SharePoint; Canva; video editing (working knowledge).

Languages

English and Bahasa Malaysia: fluent spoken; exceptional written.