

EXECUTIVE BIOGRAPHY

Dato' Noorashidah Ahmad

**Vice President & General Manager,
Order Fulfillment & Supply Chain, Keysight Technologies**

**General Manager
Keysight Technologies Malaysia**

Dato' Shidah Ahmad is the vice president & general manager of Keysight's Global Order Fulfillment & Supply Chain. She has full accountabilities for the company's worldwide Supply Chain, Manufacturing and Global Trade & Logistics operations. In this role, Dato' Shidah leads a global team of close to 3000 employees, accountable for the annual shipments of approximately US\$3B for the company.



In Supply Chain, Dato' Shidah has oversight for all the activities from Order Management, Planning and Procurement, to Supplier & Contract Manufacturer Management for the company. The worldwide manufacturing operations under Dato' Shidah's purview cover the sophisticated Integrated Circuit (IC) Fabs, Optical & Digital technology Centers in the US & Europe (California, Colorado Springs & Beoblingen in Germany) and assembly & test facilities across the world (Malaysia/Japan/China/US/Spain). Dato' Shidah is accountable for the Engineering functions involved in product redesign, design for supply chain & manufacturability and quality assurance. In addition, she is responsible for Keysight's worldwide trade compliance and the regional distribution & logistics centers globally in Malaysia, Japan, Netherlands & US.

Dato' Shidah has 30 years of extensive international experience in the Semiconductor, Electronics and IT industries and has held many key global positions in these fields. Her leadership has been instrumental to the transformation of the company – from the enterprise-wide IT systems implementation and business process transformation in early 2000; the company's Global Logistics and Supply Chain transformations; the 2014 separation from Agilent Technologies and the establishment of Keysight Technologies; and, the recent transformation of the company from being hardware and product-centric to being a solutions and software-centered organization.

It is also under Dato' Shidah's direction that the company's Supply Chain organization has been transformed into the award-winning operation that it is today. Among the industry accolades obtained under her leadership are:

- **High Technology Supply Chain and Logistics Award from SCM Logistics World**
- **Performance Excellence Award from Aberdeen Group**
- **Innovation Excellence Award from APICS**
- **Supply Chain Operational Excellence Award from the Supply Chain Council (SCC)**
- **1st Prize of the Global Supply Chain Excellence Awards from the Supply Chain Council (SCC)**
- **High Achiever in Operational Excellence – Manufacturing Leadership Award from Frost and Sullivan**
- **Supply & Demand Chain Executive 100 Award**

About Keysight Technologies

In addition to operations, Dato' Shidah plays a vital role in shaping the company's organizational capabilities. Her well-executed talent management plans and initiatives are one of the main reasons for her organization's excellent performance. As a result of this, the company has become a benchmark of excellence in people, talent and diversity management, winning several industry-recognized human resources development awards over the years, which includes:

- **Employer of Choice Award – Malaysia HR Awards** for commitment to the development of human talent
- **Best Employer in Malaysia – Aon Hewitt Best Employer Awards** for high employee engagement, a compelling employer brand, effective leadership and a high-performance culture
- **HR Grand Winner Award – Human Resources Excellence Awards** for HR best-practices.

Besides her business responsibilities, Shidah is also the General Manager of Keysight's Malaysia site. In this role, she is responsible for ensuring the site's smooth and efficient operations while championing the company's business values and corporate objectives in the country. She has played a key role in fostering strong collaborative ties with the Malaysian government and its agencies towards making Malaysia a knowledge-driven, high-income economy. Among her many contributions in this area are:

- member of the **SIRIM Plant & Machinery (PM) Flagship Research Committee (FRC) Advisory Board**, sharing expertise and knowledge and influencing policies in the area of product design and modelling, digitization and reverse engineering, industrial automation, embedded system design and RFID technology applications, with the objective of moving Malaysian industries up the value chain
- leading the Northern Corridor Implementation Authority's (NCIA) high-tech **SME eco-system** development in Penang
- heading the **Industry Advisory Committee (IAC) and CEO Faculty Program** for the Department of Polytechnic Education (DPE), providing expertise in leading-edge technologies to develop the country's talents in the electronics & electrical sector via Malaysia's Technical, Vocational Education and Training (TEVT) initiatives
- shaping the next generation of talents through her role as advisory panel member of **Talent Corp Malaysia**
- spearheading the proliferation of science and technology in the community through her role as Director of the **Penang Science Cluster**

Dato' Shidah is also a passionate champion of local community outreach programs and has channeled many of Keysight's corporate social responsibility initiatives towards making a difference in people's lives especially in the areas of education, environmental protection and assistance for the needy.

Shidah holds a bachelor's degree in science with a double-major in computer science and mathematics, and an MBA from Ohio University, USA.