

Speaker Profile

Nor Hidayati Saleh has over 18 years of experience in the water industry, specializing in Non-Revenue Water (NRW) management, hydraulic modeling, asset management, and data analytics. She is currently the Assistant Manager of NRW & Data Analytics at Cubiq Meters Sdn Bhd.

Her work focuses on using smart metering and data to support better decision-making and improve operational efficiency. She has been involved in key initiatives such as the deployment of over 50,000 Ultrasonic Smart Meters (USM) in Selangor and the development of dashboards that analyze more than 50 million data points monthly.

With a background that spans both fieldwork and digital transformation, Hidayati brings a practical perspective to NRW challenges. She believes meaningful change comes from combining the right tools with the right people and processes.

She holds a Master's in Information Technology (Project Management) from University Malaya and a Bachelor's in Electronic Engineering (Multimedia) from Multimedia University. A certified ISO/IEC 27001 auditor and registered engineer with BEM, she brings a unique blend of technical insight and strategic vision to the water utility sector.