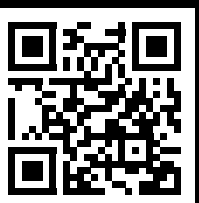


MARKETING WEEKENDER™

ISSUE #275 JANUARY 2021



Malaysia's Top Marketers SPECIAL EDITION



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Say
What



“WHY WOULD GEN ZS DOWNLOAD AN APP THAT SPIES ON ITS USERS AND IS NOW BEING SUED FOR VIDEOING ITS SUBSCRIBERS EVEN WHEN THEY’RE SIGNED OUT?”

Jared A. Brock writing about Instagram

“THE THINGS YOU OWN END UP OWNING YOU. IT’S ONLY AFTER YOU LOSE EVERYTHING THAT YOU’RE FREE TO DO ANYTHING.”

Chuck Palahniuk,
Fight Club



“PEMAIN YANG SAMA YANG BERMAIN DENGAN KEDAH DIKEKALKAN. YANG TOP, TOP TU LAH. DUA AWANG HITAM TU LAH. SEKEJAP NANTI ORANG KATA SAYA HINA ORANG PULAK TAPI DEPA MEMANG HITAM PUN.”

Kedah FA president Muhammad Sanusi
Md Nor



Marketing Marketers

... The year marketing stepped up to face realities never imagined. This made the CMO's role more pivotal and frontline than ever...

We kick off the New Year with this 32-page bumper edition showcasing all winners of the Malaysian Chief Marketing Officers (CMO) Awards.

2020 was the year when the sense of community, caring and economic well-being became the ultimate challenge for brands.

The year marketing stepped up to face realities never imagined. This made the CMO's role more pivotal and frontline than ever.

The Malaysian CMO Awards embraces these new uncertainties and its judging criteria makes even more sense today.

After 7 **top flight** judges over 10 days gave the submissions (up 10% this time) a robust evaluation, some CMOs demonstrated sheer consistency and showed what takes to win year after year.

This year also brought to light some amazing case studies and leadership in a tough year.

Business Results: The winning candidates will have shown their influence and involvement in positive business outcomes – whether its market share, revenue growth, or profit... in a responsible manner.

Case Study: Case studies are assessed to see how the CMO led, adapted and managed the new way of working while delivering campaigns, launched new initiatives that progressed the business health of the company, people and brand. How engagement and impact working together got results.

Team Results: Attention is paid to how the CMO showed leadership in these critical times, mapping out cohesive and collaborative approaches while optimising team resources in a constantly changing environment.

Track Record: Breakthrough marketing is far more effective than marketing that borders on mediocrity. Judges study the work of marketers, look at industry recognition and awards won, and identify those that are truly taking the risks to succeed.

You'll see the winners across the following pages.

There are also embedded hyperlinks to them and their work you can explore.

Put yourself in their shoes and arm yourself for 2021.

Respectfully,

Prof Harmandar Singh aka Ham
President

Malaysian CMO Awards

<https://marketingmagazine.com.my/cmo-2020-live/>



Salute!

ABDUL SANI ABDUL MURAD •
 ANDREW PINTO • ANDREW YEOH •
 ANGELINA VILLANUEVA • BEN FOO •
 BENJAMIN WOOLIKKANG • EDMUND
 LEE • FARHAN HAFETZ • FERNIE
 JASMINE ABDUL GHANI • GIGI LEE
 CHINGYEE • JOVINATAN SIEW CHING
 • KONG EE LYNN • MARTIN VOON •
 MOHD SHAHRIZAL ABDUL RAHIM
 • NIZAM SANI • RAYMOND SIVA •
 SCHRENE GOH • SHAZLINA MOHD
 SUFFIAN • SHEENA FONG • SHIRLEY
 NEW • SUTAPA BHATTACHARYA •
 TAI KAM LEONG • THAM YEN LEE

IT'S TIME TO RECOGNISE MALAYSIA'S BEST MARKETERS

BRAVE AND BRILLIANT
MARKETERS DESERVE
FAME TOO.



BEST MARKETER IN OMNI-CHANNEL MARKETING



The rebel with a cause. Edmund during his University days in Oklahoma, circa 1998. His daring streak has endeared him to so many global brands and he remains bullish.

Edmund Lee is the General Manager of Sales & Marketing at Red Bull Malaysia.

He has 20 years of experience in FMCG across local and global roles with an extensive career across multiple Commercial and marketing functions including strategy, revenue growth management, customer development, data analytics and marketing in companies such as Coca-Cola, Mead Johnson, and dunnhumby.

**Best Marketer
in Omni-
Channel
Marketing**



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WATCH THE
VIDEO**



EDMUND LEE
General Manager
Red Bull Malaysia

Presented by



BEST MARKETER IN OMNI-CHANNEL MARKETING

BEST MARKETER IN EVENT & EXPERIENTIAL MARKETING

Raymond has over 23 years of experience in communications and marketing. He has conducted over 100 messaging workshops, talks spokesperson and crisis trainings across the region.

He was appointed CMO of Malaysia Digital Economy Corporation (MDEC) in October 2019, overlooking brand marketing and partnerships, strategic communications, digital and experiential.

Ray assumed leadership of Edelman Malaysia in 2010, growing it to be the largest PR firm in Malaysia. Raymond then went on to lead Edelman Indonesia team from the tail end of 2015 to 2018, leading over 100 consultants. Prior to Edelman, Raymond was General Manager at Grey PR.

Before agency life, he was Head of Corporate Communications at OSK Investment Bank and Managing Editor of a regional trade publication house. He has deep knowledge of government and international brand communications, having supported the Malaysian and Indonesian delegations to the World Economic Forum at Davos over a period of 6 years. He was personally involved in the marketing and communications for the Malaysian Pavilion at Expo Milano as well as the World Islamic Economic Forum in Kazakhstan, Indonesia and Dubai. He holds an LLB from University of London and a Professional Diploma in Public Relations from Institute of Public Relations Malaysia.



Raymond is standing on the right in this family picture. His childhood memories and family values have inspired him to conquer many challenges. Including steering Malaysia's digital road map at MDEC.

Best Marketer in Event & Experiential Marketing



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VIDEO**



RAYMOND SIVA
Chief Marketing Officer
MDEC

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malaysiakini
news and views that matter

BEST MARKETER IN EVENT & EXPERIENTIAL MARKETING



An amazing picture of EeLynn before she turned one. Photographed by her father, whose dream for his youngest child and only girl was to be the driver of her own life and live without regrets. She has made his dream come true.

Eelynn Kong is responsible for overseeing the unifi brand, driving business and advancing the sustainable competitive edge for the telco. She joined the telecommunication company in 2016, bringing with her more than 15 years of experience as a tenured professional in marketing industry. Since then, she has overseen the successful rebranding of unifi in 2016 from webe to unifi the telco customer facing arm of TM.

Today, she drives brand building, revenue generation through digital marketing and product innovation within unifi home, mobile as well as content businesses. She is an inspiration for today's women professionals where she manages to deliver clutter breaking marketing and outstanding business results while still managing her beautiful family.

In the office Eelynn is a provocateur, who challenges accepted wisdom and encourages her staff to do the same. She looks at things from the point of view of the customer and has won numerous awards locally and regionally including the 2019 Gold Putra Brand Awards and the World Branding awards in 2020.

**Best Marketer
in Mobile
Marketing**



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VIDEO**



KONG EE LYNN

Director, unifi Marketing & Comms
Telekom Malaysia

Presented by



With over 13 years of experience across multiple industries including Brand Consultancy, F&B, and FMCG, Farhan is currently the Head of Group Marketing in FGV Holdings Bhd. His role is to oversee the Brand Management, Market Intelligence, Product Development, Customer Experience, and Corporate Compliance teams for local and international markets. FGV produces market leading homegrown brands such as SAJI, ADELA, and SERI PELANGI.

Farhan was formally educated in Melbourne, Australia with a Bachelor of Commerce (Marketing & Finance) and a Master of International Business. In his previous roles within brand and digital agencies, he serviced the likes of Domino's Pizza, BBC, Maybank, Huawei, Sunway, Volkswagen, Blackmores, UMW Land, and Spirit Aerosystems.

He has also served as a coach and trainer for SMEs under entrepreneurial development programs by MARA, specialising in branding and digital strategies. His areas of interest and expertise include brand development, market expansion, and process improvements.

He is also passionate about food, having started a restaurant called Bumbu Asli at the age of 22, which has been featured across multiple media platforms such as RTM, TV3, NTV7, TV8, Go Asean, and Tonton.



Farhan bringing the house down at a rock concert during his student days at Deakin University, Australia. Rumour has it that he still the rocker he used to be but with faded glory stardom!

Marketing Trailblazer - FMCG



CLICK TO
WATCH THE
VIDEO



FARHAN HAFETZ
Head of Group Marketing
FGV Holdings Berhad

Presented by



Yen Lee heads Astro Marketing Services for the Media Sales division, armed with 15 years of experience in the broadcast media industry. She is a results-oriented achiever, passionate in turning dreams into reality. She joined Astro in December 2004 with an aspiration to help marketers fuel brand power.

She created the first milestone in 2010, developing the biggest World Cup campaign in Malaysian TV history worth RM60mil with Maxis. She then launched Astro Power Hour, the first Pay TV advertising program for SMEs which has accelerated revenue

growth and strengthened Astro market share year-on-year. She is also the mastermind of nation's first one-stop information portal on Pay TV advertising.

As the catalyst of innovation, Yen Lee led several major achievements for the Malaysian advertising industry, including the launch of new TV audience measurement with Kantar Media in 2015, and transformed the boring media screenings into insightful conferences fuelled by prominent speakers from across the region, to exchange thoughts of fusing big data with human intelligence.



Tinkling on the piano at an early age, Yen Lee could not have predicted her career would head towards media and entertainment one day, reaching out to millions of viewers.

**Best Marketer
in B2B
Marketing**



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VIDEO**



Tham Yen Lee

Head of Marketing Services
Astro Media Solutions

Presented by





Even as a kid, Sani looked destined for fame with his bad ass bandana, gangsta beads, cowboy buckle belt and oversized denims rolled up for action. Now you know why we all love him.

Avid storyteller. Dynamic marketer. Inspirational leader. All fitting ways to describe Abdul Sani Abdul Murad, the Group Chief Marketing Officer of RHB Banking Group. A dynamic and well-liked figure in Malaysia's marketing scene, Sani youthful vigour belies his 20 years of hard-won experience on major global brands such as Unilever and HSBC. His long list of accomplishments includes making Unilever Sunsilk the #1 shampoo brand, launching HSBC Amanah brand in Malaysia and winning numerous accolades such as HSBC Best Marketing Team in Asia, the Effies, Asian Marketing Effectiveness Awards, APPIES and the Putra Brand Awards.

Sani joined the RHB Group in 2017 and has been the driving force behind RHB's resurgent success and transformation into Malaysia #1 Challenger Bank. Despite a challenging 2020, RHB remains firmly on track towards achieving its goal of being amongst Malaysia's Top 3 Performing Banks by 2022.

**Marketing
Trailblazer -
Financial
Services**



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WATCH THE
VIDEO**



**ABDUL SANI ABDUL
MURAD**

Group Chief Marketing Officer
RHB Bank Berhad

Presented by



**INTERACTIVE
REWARDS**

Andrew Pinto's career and expertise have been evolving for 18 years. This wealth of experience allows him to contribute rapidly towards brand development and business goals by focusing on the user: integrating data, creativity and technology.

In May 2016 Andrew joined Mudah.my - Malaysia largest online marketplace as the Head of Marketing. His task was to reenergize the brand and marketing activities to support B2C and B2B business goals. This led the brand to win several prestigious awards for their creative marketing campaigns. In November 2017, he took on the additional responsibility of redeveloping Mudah.my display offerings.

Prior moving to Mudah.my, Andrew was the General Manager in Isobar for 2.5 years and managed double-digit revenue growth and more than doubled its new clients base by 2015.

This led to Isobar bagging the title of Campaign Malaysian Digital Agency of the Year 2016. From 2002 to 2013, Andrew was in McCann Worldgroup as Group Director and Head of Momentum where he helped



Andrew still has all the gusto you see in this picture of him in nappies. Little did he know then he would grow up to win at the CMO Awards not once, but three times. Proving that with consistency comes greatness.

develop the brand in Malaysia within the banking and finance, FMCG, automotive and technology sectors with clients like Nestlé, Maxis, Mitsubishi, MasterCard and Bank Negara.

**Best Marketer
in Loyalty &
Engagement
Marketing**



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VIDEO**



ANDREW PINTO
Head of Marketing
Mudah.my

Presented by



BEST MARKETER IN RETAIL & PROMOTIONS MARKETING



Happy snapshot of Andrew when he was 4. Taken in North Carolina, where his Dad did his Master's at Duke University. Looking at the gifts around him, it seems his penchant for shopping has led him to head marketing and innovation for IKEA Southeast Asia today.

Andrew's unique skillset and mindset have been honed by over 16 years of experience across both the client and agency spectrum. He has stewarded brands as diverse as IBM, Gillette, Pantene, KFC, Uniqlo, SK-II, BMW, Microsoft and Disney both locally and regionally in Malaysia and his previous base in Australia. He also holds an MBA from the Melbourne Business School.

His passion lies in the intersection of brand experience, digital transformation, innovation and marketing communications. Prior to IKEA, his professional experience includes marketing and strategy leadership roles at IBM, P&G, Interbrand, Isobar and DDB. Under his strategic marketing and digital transformation direction, the IKEA portfolio of five shopping centres have prospered IPC, MyTOWN, Toppen, Batu Kawan in Malaysia, and Megabangna in Thailand, tripling in terms of visitation growth during his tenure.

He accomplished this by spearheading numerous firsts including Malaysia first-ever TikTok-able Mall during the Toppen breakthrough launch campaign and the multi-award-winning IPC app with its world first Mood Menu functionality.

Now as the world changes yet again, he looks forward to fresh opportunities and challenges, or as he calls it the next normal.

BEST MARKETER IN RETAIL & PROMOTIONS MARKETING

**Best Marketer
in Retail &
Promotions
Marketing**



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VIDEO**



ANDREW YEOH

Head of Marketing & Innovation
(Shopping Centre)
IKEA Southeast Asia

Presented by



Ange, as she is popularly known, is one of the most astute, well rounded marketing professionals in the region today. She has been driving double digit growth consistently on her businesses. It's not just her almost three decades of experience but the quality and breadth of those experiences that have made her successful. From business management, marketing, advertising to talent management; she has done it all.

Here are some details to give you a sense of that quality; she has worked in both regional and local roles across multiple countries, spent five years in CRM (Ogilvy One), 7 years in advertising (Ogilvy), 6 years in talent development (WPP) and over 9 years in marketing (KFC & Star).

She has won a ton of individual and brand awards over the years. In her current role in KFC Malaysia, the brand has been consistently recognized in multiple Marketing and industry awards, including awards by YUM! Brands. Under her charge, KFC has also been awarded Gold 5 years running between 2015 to 2019, in Malaysia's People's Choice Putra Brand Awards.



Balcony shot of Angelina standing pretty at 5 years old. The girl grew up to become a lady of substance in the marketing industry. She is a true star and sweeps multiple trophies at the Malaysian CMO Awards 2020.

**Best Marketer
in e-Commerce
Marketing**



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ANGELINA VILLANUEVA
Chief Marketing Officer
KFC Malaysia

Presented by

astro

BEST MARKETER IN RETAIL & PROMOTIONS MARKETING

A seasoned marketer with more than 17 years of experience across multiple disciplines (Advertising, brand management, CRM, digital marketing: SEO/SEM & social media, event/on-ground activation, etc.) for blue-chip brands such as AIG, Digi, Dutch Lady, Microsoft, UMW Toyota, Volkswagen and more.

Martin possesses a holistic view of marketing with invaluable insights gained through exposure from both sides of the divide

Martin, when he first started his career in integrated marketing communications at Rapp Collins in 2004. This picture taken during a company vacation trip speaks of his vibrant personality in the industry.



from key roles held at Rapp Collins, Bates Malaysia, Saatchi & Saatchi Arachnid and RHB Bank.

At RHB Bank, Martin has raised the organisation's profile and presence over the past 6 years with the following accomplishments:

Launched RHB Group's integrated rebranding campaign 'Together We Progress' in 2015 which coincided with vast improvement of RHB's brand value as reported by Brand Finance in 2016.

Transformed the Group's website www.rhbgroup.com that won Silver at the 2015 W3 Awards for Banking, User Experience, Visual Appeal and Photography categories.

Reinforced online lead generation and acquisition growth of new-to-bank customers for credit cards since 2018 which now contributes to approximately 8% of total national sales.

Established RHB Group Facebook Fan Page with the fastest fan growth amongst competitors since 2016, now with the 3rd largest fan base and highest engagement rate amongst banks for 2019.

BEST MARKETER IN RETAIL & PROMOTIONS MARKETING

**Best Marketer
in Retail &
Promotions
Marketing**



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VIDEO**



MARTIN VOON
Head, Digital Brand Management
RHB Banking Group

Presented by



Gigi started her career in the research and insights industry at a global research house, Synovate. She had worked for a number of key brands across industries in Malaysia, which includes Nestlé, L'Oréal, Amway, Cadbury and McDonald's. Specialising in consumer product & concept test, she has contributed to the launch of new products for various clients, such as the Nescafé White Coffee.

In 2010, Gigi left Synovate to join HSBC Malaysia to continue pursuing her passion for insights from the client's side. In addition to her insights role, she was also a strategic planner for the marketing team. With her skills on insights and analytics, she has helped the bank to develop insights driven campaigns and cultivated the insights culture in the organisation. She also moderated focus groups for new product propositions, which were subsequently launched.

In 2018, Gigi took on a different portfolio when she joined RHB's Group Marketing team as the Head of Business Banking Marketing & Customer Insights. She has since applied her strong fundamentals and experiences in helping the bank to grow the business she helps managed.



Gigi during her school days as an avid Girl Guide. Today she is banking on helping SMEs enhance their customer journey with RHB.

Best Marketer in SME Marketing



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GIGI LEE CHING YEE

Head, Group Business Banking
Marketing & Customer Insights
RHB Bank Berhad

Presented by

SME
& Entrepreneurship Magazine

BEST MARKETER IN SUSTAINABLE BRAND MARKETING

Nizam has been driving marketing initiatives in a career that spans over 20 years. From beginnings at Maybank Cards, he moved on to join the Sales and Marketing team at AmAssurance to work on the banks Bancassuarance business in 2004.

He was instrumental in launching Al Rajhi Bank in Malaysia setting up the marketing department and launching 20 branches within 6 months and 2 campaigns which



Scoring for the team has been Nizam's mantra since his teenage days. This includes playing for Selangor's Under 12s. In this particular shot, his kick landed the ball in the net. We believe him.

put Al Rajhi Bank on the banking industry map. He then joined Astro to manage the Product Strategy department and soon after managed Astro Prima. The success of Astro Prima within 2 years saw Nizam moving up to head and market the Mustika pack, quickly moving the pack from 300,000 subscribers to 1.5million subscribers in 3 years. After 8 years at Astro, he moved to Bank Rakyat. Under his leadership, Nizam has managed to steer the bank to greater heights where he manages the Marketing, Corporate Communications, Events, Creative Communications, Sustainability departments and Media Unit.

The bank has been consistent in promoting Corporate Social Responsibility (CSR) focusing its marketing efforts on people to grow co-operatives in Malaysia. Some of the notable campaigns launched over the last 5 years at Bank Rakyat have been solely focusing on people, for example the re-launch of Kelab Nuri saw it intertwine with Bank Rakyat's CSR initiative focusing on kids and nutritious food namely Nuri Nutrisi.

BEST MARKETER IN SUSTAINABLE BRAND MARKETING

**Best Marketer
in Sustainable
Brand
Marketing**



**CLICK TO
WATCH THE
VIDEO**



NIZAM BIN SANI

Chief Marketing & Communications Officer
Bank Rakyat

Presented by



BEST MARKETER IN MILLENNIAL MARKETING

Sutapa is an experienced Strategy, Branding and Communication professional and award winning Brand Marketer with 25 years of demonstrated history of working in the marketing and advertising industry across countries, cultures and marketing disciplines. She is skilled in Digital Strategy & Marketing, Market Research, Marketing Strategy and Branding. Sutapa graduated from the Wharton School, specializing in product development.

Sutapa single handedly built the brand consulting department during her stint in Leo Burnett Malaysia, creating brands such as IJM Land and strengthening brands such as TNB, ISKL, Gamuda, Medini, AIA, Proton, Maybank and Petronas Daganan with strong brand strategies that resonated with customers, leading to some of the most successful campaigns whereby the brands gained in market share against top players. The success of her work was recognized when she won Gold for Brand Consulting at the Agency of the Year Awards three years in a row.



Taken on the iconic steps at Presidency College India, acclaimed for its Economics faculty. Established in 1817, many famous scholars around the world have passed through its doors.

Her track record in influencing marketing successes, based on a strategic business approach, honored Sutapa with the Campaign Asia South East Asia Planner of the Year in 2013 and Campaign Asia S E Asia Account Person of the Year Runner Up in 2012.

Generous with her knowledge and experience, she shares these in annual Brand Planning workshops for the industry.

BEST MARKETER IN MILLENNIAL MARKETING

**Best Marketer
in Millennial
Marketing**



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SUTAPA BHATTACHARYA

GM, Strategic Communications & Branding
TNB

Presented by



BEST MARKETER IN CUSTOMER EXPERIENCE MARKETING



This picture was taken at the Wizarding World of Harry Potter in Los Angeles. A reminder to never forget the inner child in you. Jovina believes in having great fun during playtime, after working crazily hard.

Jovina Tan serves as the Vice President of Group Marketing for Taylor's University and Taylor's College. In this role, Jovina oversees the overall brand vision of the university and college, driving the overall marketing strategies for the Taylor's higher

education brand to ensure great execution, resulting in better student conversions and brand leadership in Malaysia and International markets.

She also leads scholarships, events, school marketing, merchandising and in-house creative teams. Jovina is the key driver in shaping the performance culture of the Marketing division to ensure the University and College business strategies are supported to strengthen brand equity in the market. She believes in creating an outstanding and best-in-class customer experience which includes reinventing the customer experience to blend digital and physical experiences even more. Prior to joining Taylor's, Jovina's FMCG experience comes from a wide diversity of global and local brands from different categories.

With more than 15 years of experience, she has built a multitude of brands under her belt (Kotex, TOP, Campbell's, Prego, Twisties, Chipster, Cheezels, Chachos, Mamee Noodles, Mamee Monster, Double Decker, Oreo, Fruit Tree Fresh, etc) which led to strong growth for the companies.

BEST MARKETER IN CUSTOMER EXPERIENCE MARKETING



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VIDEO



JOVINA TAN SIEW CHING
Vice President, Group Marketing
Taylor's Education Group

Presented by

ENTROPIA
MADE IN FUTURE

Sheena joined Novartis two years ago as Business Manager for Cosentyx. Prior to that she was Senior Product Manager at MSD Pharmaceuticals for the Lipid portfolio across Malaysia, Singapore and Brunei.

She did the groundwork and managed to launch an MSD brand for diabetes which subsequently became the market leader for several years.

Spent most of her 8 years in marketing focusing on increasing share of voice as the key to success for brands in primary care portfolios.

Since joining Novartis (specialty care portfolio), she became more passionate about improving access of medicines to patients who need them, every effort counts and every effort changes patients' lives one way or another.

She embraces the company's vision to reimagine medicine and reimagine access to medicine for people who need it.



Sheena is on the right in this picture, taken during an annual family vacation to Cameron Highlands in 1986. These days she is making her family proud in a company that champions medicine for those in need.

**Best Marketer
in Influencer
Marketing**



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VIDEO**



SHEENA FONG
Business Manager
Novartis

Presented by

KOMACI™



Shaz seen here during her horse riding lessons when she was 7. Today she leads corporate marketing for the biggest bank in Malaysia and the ride has been illustrious.

Shazlina was a CMO of the Year Award winner in 2019 for Sustainable Brand Marketing and has over fifteen years regional experience in marketing communication, corporate branding and sponsorship management.

She is adept at building relationships, developing opportunities and finding efficiencies. Started career with an established banking institution, grew it to one of Asia's leading financial institutions today.

Shaz has led three successful brand transformations and crafted a robust brand strategy that aligned 41,000 employees regionally to a single thought process. Rated a high performer for the last six years, as part of the organisation's succession planning, she is presently managing a regional portfolio.

**Best Marketer
in Loyalty &
Engagement
Marketing**



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SHAZLINA MOHD SUFFLAN
EVP, Group Corporate Marketing
Maybank

Presented by



BEST MARKETER IN FESTIVE COMMUNICATIONS MARKETING

To call Fernie a trailblazer is definitely an understatement. Her record of firsts is only surpassed by her unstinting pursuit of the next big marketing revolution.

Her legacy of first-to-market products for Maxis, including WiFi, 3G and Blackberry spurred her to bigger, bolder achievements at Axiata Group. Within 3 months as the Head of Group Marketing & Brand, she orchestrated a Group-wide revitalisation on brand asset management by implementing a standardized Voice of Customer measurement comprising Brand Health Tracker, Social Listening and Net Promoter Score. Within 6 months, she helped put Axiata Group on the map, by securing Malaysia's first-ever event venue naming rights launching Axiata Arena ahead of the 2017 SEA Games.

Fernie also transformed Axiata from a faceless, corporate entity, into an engaging, socially-responsible persona, launching Axiata's Facebook presence and growing the fanbase to half a million followers within a year.

Her enterprising hard work



Fernie during her 11th birthday. As you can see, she stood tall even in those days. Year after year, Fernie remains a shining example of marketing leadership in her industry.

did not go unnoticed and the management gave her the highest recognition with the CEO Award in 2018 and the Chairman's Award in 2019.

From being the custodian of 10 Axiata brands across the region to the catalyst behind high-impact, award-winning campaigns, Fernie is a disruptive force in the marketing landscape.

BEST MARKETER IN FESTIVE COMMUNICATIONS MARKETING

**Best Marketer
in Festive
Communications
Marketing**



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VIDEO**



FERNIE JASMINE ABDUL GHANI
Head, Brand & Communications
Axiata Group

Presented by





Shirley Schooldays: resting between drama practice. She was also active in handball and dance. Now Shirley brings her high performance ethos to Taylor's.

Shirley is a strategic leader. Known for her fierce and focused approach towards the overall brand vision, conceptualising and driving marketing activities towards a single mission of achieving the leadership position and strong growth for brands.

Shirley, with more than 15 years marketing experience, is currently leading a team of 10 driven team members. She serves as the Head of Marketing overseeing Malaysia and international markets, helming

brand & performance marketing, scholarship, and experiential marketing. In this role, she is instrumental in crafting the overall strategy for Taylor's University to win the market. Shirley is a strong believer in ensuring brand vision meets execution, leading into a scaled personalisation customer journey from online to offline. Prior to joining Taylor's, Shirley gained her experience in different industries namely advertising, health & beauty and also the quick service restaurant industry.

She built her experience while serving as Senior Marketing Manager in Guardian Malaysia, responsible for new strategies to differentiate Guardian as the health & beauty destination which resulted in strong growth in business.

She also served 8 years in McDonald's where she led the strategic business launch for McCafe and spearheaded the Breakfast segment with strong double-digit growth.

Best Marketer in Education & Training



CLICK TO
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VIDEO



SHIRLEY NEW
Head of Marketing
Taylor's Education Group

Presented by



BEST MARKETER IN MEDIA & CONTENT PARTNERSHIP MARKETING



As a teenager, Ben soaked up many outdoor experiences during his youth. He continues to explore new challenges and experiences every day at Maxis.

Benjamin Woo cut his teeth in the early days as Head of Activation and Events at Leo Burnett, managing a team of creatives, a planner, finance coordinator and events diehards where he proved his mettle in strategic sponsorship and partnerships to help elevate brands and businesses.

He joined Maxis almost six years ago and today is their Head Of Marketing Communications.

Ben was Team Lead for marketing communication on Hotlink and ookyo, and has pioneered and instituted to new framework of marketing from content and partnerships to experiential brand activation.

He is brand custodian for communications as well as sustenance performance communication covering BTL and digital channels including web, app and social.

Ben is a marketing improviser and a incessant explorer of new ways of doing things. He will look at a business problem and somehow figure out a uniquely different approach in communication to address it.

For him, data, content, ads and tech are just some of the tools of communication held together by a clear insight and an amazing idea to tackle the business challenge.

BEST MARKETER IN MEDIA & CONTENT PARTNERSHIP MARKETING

**Best Marketer
in Media &
Content
Partnership
Marketing**



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BENJAMIN WOO LIK KANG
Head of Marketing Communications
Maxis

Presented by

astro



High school pix from 1996 (Tai is third from right). All still close mates 25 years on, and success stories in Oil & Gas, banking, trading, a start-up founder, an award-winning film director and a regional leader for TikTok... "Why we indulge in partnerships, how we treat each other and what we do to thrive are not only the reasons we are together, but it's a way of life worth evangelising."

Tai has spent the last 17 years searching out possibilities to be made into probabilities. Mostly manifested in the fields of brand, strategy and communications in Malaysia and Singapore, he's spent the last few years in Maxis managing the home business before delving into marketing in more recent times.

In the early years of his career, he was a Strategic Planner at Leo Burnett then Strategic Planning Director at Naga DDB before becoming Group Planning Director for the holding company, the Foetus Group.

He then moved to Singapore as Chief Strategy Officer at DDB Group Singapore. Subsequently, Tai became MD of RAPP Singapore and a year later joined Maxis.

He believes that there's inherent power in brands, performance marketing and partnerships. Harnessing curiosity for betterment and mutual benefit, he's pretty sure that by exploring all things new good things happen.

He says, the key to unlocking these opportunities begin with collective self-awareness and critically, genuine conversations.

Marketing Trailblazer - Telco



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TAI KAM LEONG
Head of Brands & Partnership
Maxis

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Ben Foo serves as Group Chief Marketing Officer of Taylor's Education Group. Ben oversees the overall brand vision of the university and college, driving all marketing and revenue initiatives for the Taylor's higher education brand globally. Ben leads a 140-person global team and oversees all marketing and revenue aspects of Taylor's University and College which includes departments such as Marketing, Digital/Content/Tech, PR, Strategy, International and Domestic Student Recruitment, Student Welfare and Alumni.

Ben ensures strategy meets execution to bring value and the desired consumer experience across the consumer funnel both digitally and physically. Ben has been responsible for driving digital transformation for the group starting with the end-to-end customer journey for a more personalized experience.

His passion lies in disrupting the status quo and working with a team of passionate people to impact positive change, which has led to significant business turnaround for Taylor's despite a declining market trend. Prior to joining Taylor's, Ben served



9 year-old Ben sporting a Bruce Lee haircut while taking ownership of the birthday cake. He remains the fearless leader till this day, chalking up hard-earned victories at the Malaysian CMO Awards.

as Director of Marketing at McDonald's Malaysia. At McDonald's, Ben launched key convenience platforms such as the 24-hour business, Drive-Thru, McDelivery and Breakfast segments and also helped navigate the Malay consumer boycott crisis in 2014 that led to a strong business turnaround for the company.

Marketing Trailblazer - Digital



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BEN FOO

Group Chief Marketing Officer
Taylor's Education Group

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At the age of 9, Schrene put on her aunt's outfit because she couldn't wait to grow up and wear fashionable clothes, go to work and be financially independent like her. Schrene's wishes have been granted.

Schrene have piloted brands through digital transformation and is one of Malaysia's most highly-awarded brand transformers, having rejuvenated some of our most famous brands. In her current role at POS Malaysia, she's deeply passionate about bringing a legacy brand to stunning new life, via digital transformation.

Previously, as Global Head of Marketing for Malaysia Airlines, she helped transform Malaysia's national carrier into the most-preferred Asia-Pacific airline, winning regional industry awards. Prior to that, she led marketing, communications, brand and digital at U Mobile for over a year.

Before her U Mobile stint, she headed up AirAsia's marketing for the entire ASEAN network (including India). In her 6 years, she grew the brand's ancillary income from RM800,000 to more than RM1 billion a year. A great believer in collaboration, Schrene has led her teams in the last three years to 14 awards, including coveted Golds at Malaysia Digital Association Awards, Marketing Events Awards, Putra Brand Awards, and PR Awards.

Some describe her as the "Marie Kondo of brands" - cleaning, organising and most importantly, "sparking joy" for consumers, to achieve excellent results. Bringing her team and herself on shared journeys to transform brands still ignites her passion, every single day.

Marketing Trailblazer - Digital



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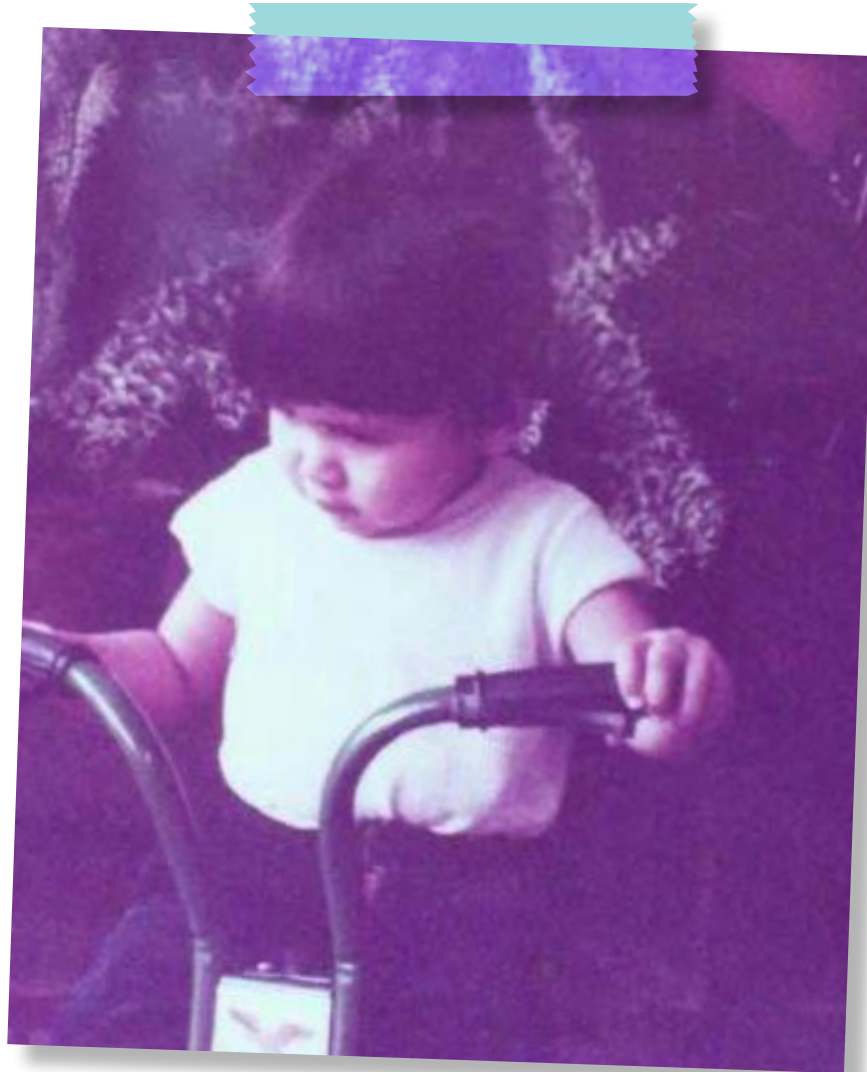
SCHRENE GOH
Head of Marketing
Pos Malaysia

Presented by



An award-winning documentary producer, turned Creative Solutions strategist, Shah uses his storytelling prowess to connect brands with audiences. Leading a team of diverse backgrounds of multiple races and ages gives him an upper hand in understanding the dynamics of Malaysia's complex multiracial society. He uses these nuances in crafting the right content strategy to engage crowds and turn brands into the hero of their stories.

His content expertise enables Astro Media Solutions to activate end-to-end integrated creative solutions further amplifying it across Astro's transmedia ecosystem. The content is extremely sharable on social media cutting across native advertising; reality shows; bite sized series; advertorials; real time social media conversations; songs and music videos; and



This boy straddling his bike is an extraordinary storyteller and grew up to generate amazing content. During the 2004 Aceh tsunami catastrophe, Shah stepped up to the plate and produced an award-winning documentary.

ground activations that allow the audience to stay engaged, informed and entertained while effectively achieving business goals.

Since its inception in 2010, Creative Solutions has grown over 450% in revenue with over 900 campaigns across diverse brands in the market.

Marketing Trailblazer - Media & Entertainment



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MOHD SHAHRIZAL ABDUL RAHIM
Head of Creative Solution & Commercial Production
Astro Media Solutions

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RAYMOND SIVA
Chief Marketing Officer
MDEC

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ANGELINA VILLANUEVA
Chief Marketing Officer
KFC Malaysia

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EDMUND LEE
General Manager
Red Bull Malaysia

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MALAYSIAN
CMO
OF THE YEAR



ANGELINA VILLANUEVA
Chief Marketing Officer
KFC Malaysia

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**Rising Marketing
Star - Media &
Entertainment**

NG KOK SUM

Marketing Services Executive
Astro Media Solutions

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STEFANIE SIOW

Marketing Executive
IPC Shopping Centre (IKEA SEA)

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RENZO C VIEGAS
 Founder and Executive Director
 Crescer Sdn Bhd



**DATO SRI SHAZALLI
 RAMLY**
 Group Managing Director
 Boustead Holdings Berhad



MAY LIM
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