

MARKETING™

ISSUE #324 MARCH 2022

WEEKENDER

The Chief Marketing Officers (CMO) Awards 2021 hits the road with Malaysian marketing champions.



SPECIAL ISSUE

FROM THE PRESIDENT'S DESK

04 Marketing Marketing

CMO AWARDS: JUDGES JOTTINGS

05 Read what they say

CMO CHAMPIONS TOUR 2021:

09 Httpool celebrates
3 Gold Winners

10 Mediabrands brands
5 Gold Winners

11 SPIN Communications honours
Gold and Silver winners

12 GroupM does it
in style

13 IPSOS joins
the party

14 Fun afternoon
at Ampersand

15 Entropia awards Gold and
CMO of the Year...

16 DTT applauds Malaysia's
Rising Marketing Stars

17 Media Prima Omnia wraps up
Champions Tour!

CMO WINNERS CAREER PROGRESSION

19 Who are walking up the
ladder to success?

CMO AWARDS: WINNERS INDEX

21 CMO Awards Winners
Index Ranking

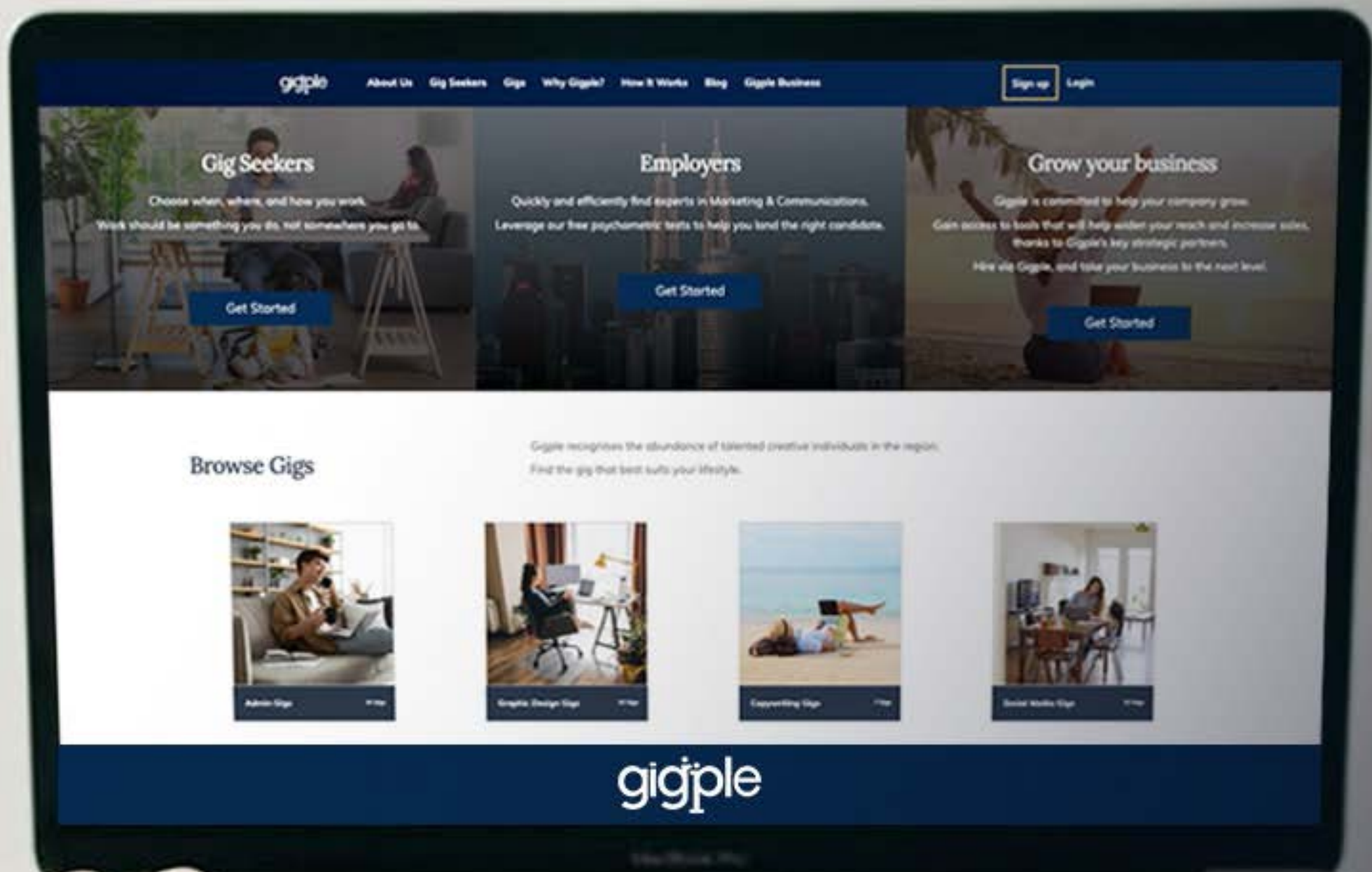


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Marketing Marketing



The mission to support, promote and champion the Malaysian marketing industry is embedded in our DNA.

When we started the Chief Marketing Officers (CMO) Awards four years ago, our objective was very clear: to create a pathway for marketing leaders to the boardroom table. And bring the pivotal role of marketing to the fore of business.

Many of our winners have reached the boardroom.

Some have even gone beyond our shores.

In our latest edition of the CMO Awards, we got more than 60 entries and it reflects the activities in the marketing landscape as we know it.

This time we decided to do a month-long Champions Tour, dropping by the offices of our supporters and sponsors.

So instead of one awards night, we had multiple occasions and venues to celebrate at.

We were encouraged with the warmth of our hosts and everyone who made each

occasion even more meaningful, especially with Covid SOPs rigidly in place.

In this special issue, we have gone beyond the announcements and have indexed an excellence rankings table taken from four years of submissions....

You will also find our section on Winners Career Progressions inspiring, as we chart the career paths of some selected winners.

What they were doing then and what they are doing now.

Enjoy, and let's celebrate our successes together as we move into post-COVID times.

Respectfully,

Prof Harmandar Singh
President - Malaysian Chief
Marketing Officers (CMO)
Awards



“Sure results of viewership, eyeballs, reach, volume, revenue, share are relevant but what was your brand’s real intent in the midst of the pandemic or to use that overused textbook soundbite - purpose. Do you think you fulfilled that human and business purpose?”

Head of Judging Panel

Prof. John D. Chacko

President, International

Advertising Association (IAA)

Malaysia



“Marketing’s job is to drive outcomes so the better we set and measure goals, the more effective we will all be.”

Judge

Greg Paull

Principal, R3 WORLDWIDE



CMO AWARDS: JUDGES JOTTINGS

“I am always thrilled to see marketing make a difference to real business outcomes. Having come from the marketing industry myself, I find the submissions eye opening and amazed at how developed the thinking has become amongst the notable entrants. I look forward and applaud more successes in the industry.”

Judge

Albern Murty

CEO

Digi



“I have been judging these awards from year one, and I can say that the task is not a walk in the park. Judges have to bring all their experiences to the judging table when poring over entries. In the virtual process, we have to judge ALL entries, so you can imagine the results as each of us make our own judgement on submissions. Inevitably, cream rises to the top. Congratulations to all winners!”

Judge

Renzo C Viegas

Founder & Executive Director

Crescer



“Navigating through the pandemic, staying relevant, making a difference, and inspiring teams internally and externally, was not an easy feat”

Judge

Andreas M. Vogiatzakis
Executive Director
AMVPLUS ADVISORY



“The pandemic continues to create uncertainty and unpredictability; and this calls for greater creativity and courage from marketers looking to break through both the clutter and fear prevailing in the market.”

Judge

Datuk William Ng
Chairman
SAMENTA



CMO AWARDS: JUDGES JOTTINGS

“As a first time judge, I was enriched by the experience. The role of marketing in business and the labour of love some of the entrants displayed in their performance, with amazing results in tow, was worth the long hours we had to put in to complete the entire judging process. Kudos to Ham and his team too: they are a blessing to this industry.”

Judge**Surina Shukri**

Independent Non-Executive Director, Capital A (formerly AirAsia Group)



“As a brand advocate all these years, I feel these awards set a new benchmark in personal branding. While team and teamwork success is also measured in the criteria, at least this is one show that celebrates the individual who knows that marketing is not a painless journey.”

Judge**Karthik Siva**

Founding Chairman of Global Brand Forum





*From left: **Badrul Hisham Mahmud** (Head of Strategy & Business Development, Downstream Marketing - PETRONAS), **Ham, Meera Muhunthan** (Managing Director - Httpool), **Chayenne Tan** (Director, Performance Marketing - CIMB), **Eric Wong** (Chief Customer & Marketing Officer - Prudential Assurance Malaysia)*

Httpool celebrates 3 Gold Winners

The Champions Tour of the Malaysian CMO Awards 2021 began at dusk on February 21st, 2022 with Httpool honouring 3 recipients of the coveted Gold award, at Birch (DC Mall).

The winners awarded on Day 1 of the Champions Tour were Chayenne Tan (Director, Performance Marketing, CIMB Bank), Eric Wong (Chief Marketing & Partnerships Distribution...

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by **Aleph**

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CMO CHAMPIONS TOUR 2021: MEDIABRANDS



From left: Murali Ramasamy (CFO, IPG Mediabrands Malaysia), Bala Pomaleh (CEO, IPG Mediabrands Malaysia), Nadine Paul (Head of Offline Trade Marketing, Fave), Linda Hassan (Group Chief Marketing Officer, Domino's Malaysia & Singapore), Harmandar Singh (President, Malaysian CMO Awards), Abdul Sani Abdul Murad (Group Chief Marketing Officer, RHB Banking Group), Shirley New (Director of Marketing, Taylor's University), Rafe Daniel Chwee (Marketing Manager - Consumer Banking, CIMB Group), Audrey Chong (CEO, Universal McCann), Stanley Clement (Managing Director, Reprise Digital)

Mediabrand brands 5 Gold Winners

The second day of the Champions Tour for Malaysian CMO Awards 2021 was a fantastic celebration of the achievements of five Gold winning marketers at the IPG Mediabrands office. The ceremony, organised by Mediabrands with strict maintenance of SOP's, took place on February 25th, 2022. The marvellous event was led by welcome remarks from Prof....

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MEDIABRANDS

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From left: Mohammad Munzir bin Aminuddin (GCEO, Siti Khadijah Apparel), Edmund Lee (Head Of Marketing & Strategy, Red Bull Malaysia), Ham, Chit Quah Seng (MD - SPIN Communications), Mark Tan (Marketing Manager, IPC Shopping Centre), Kong Wai Seng (Head of Marketing, A&W Malaysia)

SPIN Communications honours Gold and Silver winners

The third day of the Malaysian CMO Awards 2021 Champions Tour was hosted and sponsored by multiple award-winning agency SPIN Communications. The ceremony took place at the office of SPIN Communications on the first of March, 2022. Winners who received their awards during the third day are Edmund Lee (Head Of Marketing & Strategy, Red...

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SPIN

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CMO CHAMPIONS TOUR 2021: MINDSHARE



From left: **Chanchal Chakrabarty** (CEO at GroupM Malaysia), **Phee Chat Chow** (Executive Director - Marketing, Communications & Innovation, Malaysia & Singapore Nestle), **Tammy Toh** (Group Marketing & Communications Director Astro), **Harmandar Singh** (President, Malaysian CMO Awards), **Sheila Shanmugam** (CEO, Mindshare)

GroupM does it in style

The fourth day of the Champions Tour for the Malaysian CMO Awards 2021 was hosted by media giants GroupM Malaysia at their office premises in Petaling Jaya. Winners who received their awards were Tammy Toh (Astro), Chow Phee Chat (Nestlé Products Sdn Bhd), Eve Fong (Nestlé Nespresso), and Zalman Zainal (Hong Leong Bank). Eve Fong,...

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group*m*

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CMO CHAMPIONS TOUR 2021: IPSOS



From left: **Harmandar Singh** (President, Malaysian CMO Awards), **Ganesan Periakarruppan** (Principal, Ipsos Strategy3), **Hassan Alsagoff** (Regional Marketing Head, Grab), **Nik Tasha Nik Kamarrudin** (Senior Group General Manager of Brand, Marketing & Communications, Sunway Group), **Kiranjit Singh** (Regional Head - ASEAN, Ipsos Strategy3)

IPSOS joins the party

The Champions Tour this year is easily becoming the most unique series of events with its disruptive style of presenting awards. The fifth day of the tour, hosted by IPSOS, saw winners Hassan Alsagoff (Grab) and Nik Tasha Nik Kamaruddin (Sunway Group) receiving their awards. The Champions Tour for the Malaysian CMO Awards 2021 has...

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CMO CHAMPIONS TOUR 2021: AMPERSAND ADVISORY

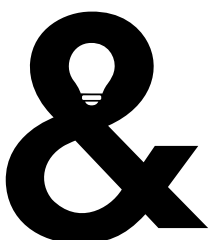


From left: **Saki Goh** (Senior General Manager, Marketing at Wipro Unza Malaysia), **Izlyn Ramli** (Director, Yayasan TM), **Mr Sandeep Joseph** (CEO, Ampersand Advisory), **Nizam Sani** (CMO, Bank Rakyat Malaysia), **Harmandar Singh** (President, Malaysian CMO Awards), **Fernie Jasmine Abdul Ghani** (Head of Group Marketing & Brand, Axiata), **Chan May Ling** (CMO, KFC Marketing)

Fun afternoon at Ampersand

It's been a fantastic tour so far celebrating the champions of marketing in Malaysia and the latest host to join the celebrations is Ampersand Advisory, Campaign Asia's Independent Agency of the Year. The fun-filled and super relaxed awards presentation ceremony was all about honouring winners Saki Goh (Wipro Unza), Fernie Jasmine Abdul Ghani (Axiata), Izlyn...

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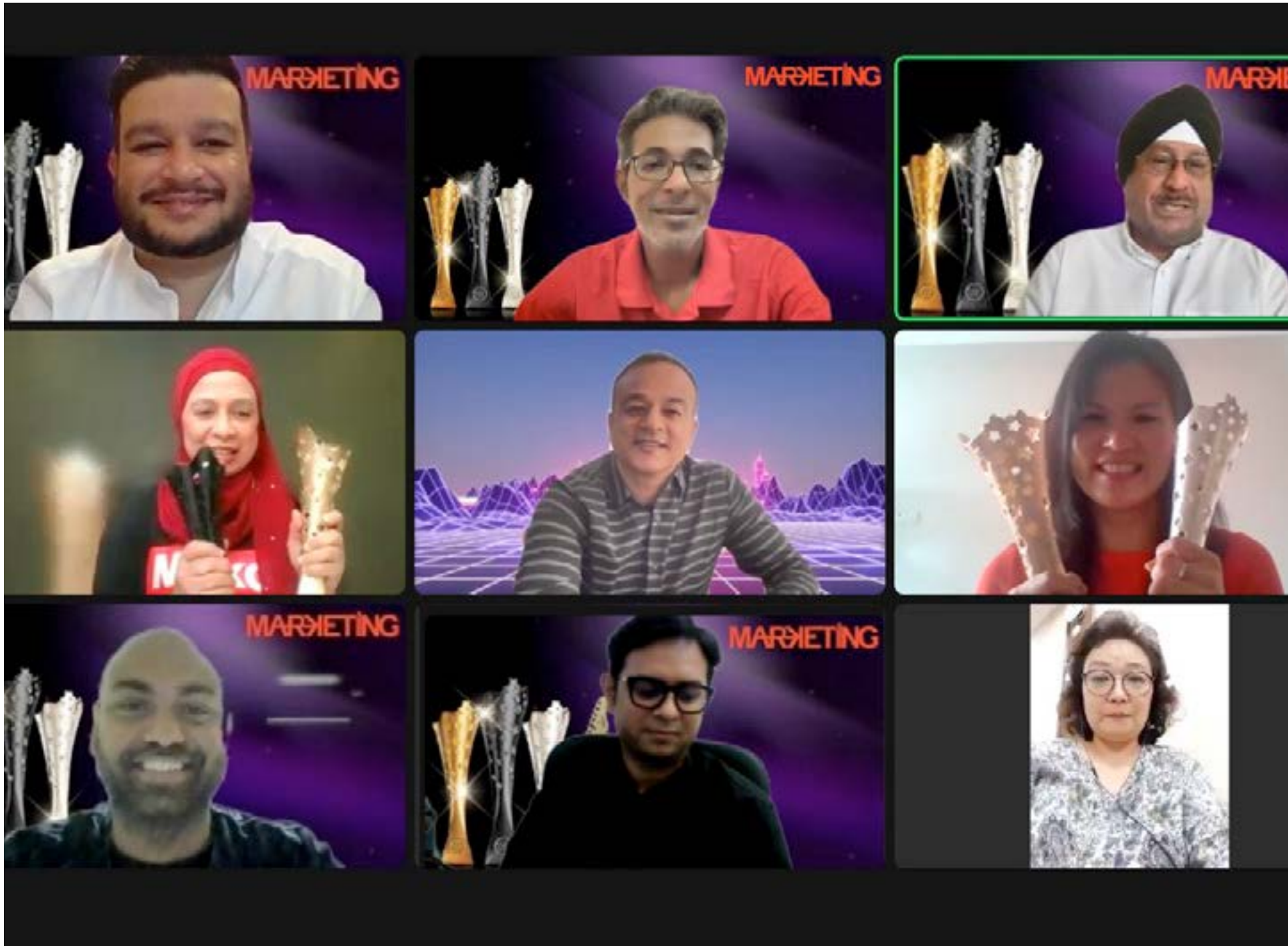


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CMO CHAMPIONS TOUR 2021: ENTROPIA



From top left: *Sandesh, Vishnu, Ham, Melati Abdul Hai* (VP- Chief Marketing Officer McDonald's Malaysia), *Prashant Kumar* (founder & senior partner at Entropia), *Jenny Chin* (Head Marketing Services - U Mobile), *Jarrood, Raihan, Ruby*

Entropia awards Gold and CMO of the Year...

During the first virtual award ceremony of the Malaysian CMO Awards Champions Tour, Entropia came on board to host the celebrations on the seventh day of the tour. Both the winners awarded during the ceremony won multiple awards this year, starting with Jenny Chin, the Head of Marketing Services at U Moblie, who won the...

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ENTROPIA

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From left: **Harmandar Singh** (President, Malaysian CMO Awards), **Ray Chu** (Marketing Specialist, RHB Banking Group), **Amirul Muhammad** (Brand & Marketing Lead, Modalku Group), **Low Yuen Min** (Senior Product Executive, Wipro Unza Malaysia)

DTT applauds Malaysia's Rising Marketing Stars

The most thrilling awards tour of the year is almost coming to an end with regional production company Directors Think Tank (DTT) coming on board to celebrate the success of the Rising Marketing Stars. The four winners who received their awards from DTT on the eighth day of the Malaysian CMO Awards 2021 Champions Tour...

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CMO CHAMPIONS TOUR 2021: MEDIA PRIMA OMNIA



From left: **Eileen Lim** (General Manager -Activation, Media Prima Omnia), **Gan Kai Wen** (General Manager - OOH Sales, Media Prima Omnia), **Zanny Liu** (Sales Director, Media Prima Omnia), **Stephanie Wong** (Chief Operating Officer- Sales, Media Prima Omnia), **Sutapa Bhattacharya**, **Gigi Lee** (Head - Group Business Banking Marketing & Customer Insights, RHB Banking Group), **Harmandar Singh** (President, Malaysian CMO Awards), **Jeannie Leong** (Chief Operating Officer, Media Prima Omnia) , **Reico Lee** (General Manager- Sales, Media Prima Omnia)

Media Prima Omnia wraps up Champions Tour!

This is it! The last day of the Champions Tour for the Malaysian CMO Awards 2021 was hosted by Media Prima Omnia, to honour CMO of the Year 2021 Sutapa Bhattacharya and Gigi Lee, the winner of Gold for 'Best Marketer in SME Marketing'. It has been a one-of-a-kind tour to celebrate the best marketers of Malaysia and the hosting party at Omnia was nothing short of bedazzling excellence...

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CMO AWARDS 2021 WINNERS

GOLD		
Best Marketer in B2B	Nadine Paul	Boost
Best Marketer in Data & Technology Marketing	Saki Goh	Wipro Unza Malaysia
Best Marketer in Education & Training Marketing	Shirley New	Taylor's University
Best Marketer in Festive Communications Marketing	Hassan Alsagoff	Grab Malaysia
Best Marketer in Festive Communications Marketing	Sutapa Bhattacharya	Tenaga Nasional Berhad
Best Marketer in Influencer Marketing	Abdul Sani Abdul Murad	RHB Banking Group
Best Marketer in Influencer Marketing	Chayenne Tan Chia Yen	CIMB
Best Marketer in Influencer Marketing	Eric Wong	Prudential Assurance
Best Marketer in Loyalty & Engagement	Mark Tan	IPC Shopping Centre
Best Marketer in Media & Content Partnership	Tammy Toh	ASTRO
Best Marketer in Millennial Marketing	Rafe Daniel Chwee	CIMB
Best Marketer in Omni-Channel Marketing	Edmund Lee	Red Bull Malaysia
Best Marketer in Omni-Channel Marketing	Linda Hassan	Domino's Pizza Malaysia
Best Marketer in Retail & Promotions Marketing	Badrul Hisham Mahmud	Petronas
Best Marketer in Retail & Promotions Marketing	May Ling Chan	KFC
Best Marketer in SME Marketing	Gigi Lee	RHB Banking Group
Best Marketer in Social Media Marketing	Melati Abdul Hai	McDonald's Malaysia
Best Marketer in Sustainable Brand Marketing	Fernie Jasmine Abdul Ghani	Axiata Group
Best Marketer in Sustainable Brand Marketing	Izlyn Ramli	Telekom Malaysia Berhad
Best Marketer in Sustainable Brand Marketing	Sutapa Bhattacharya	Tenaga Nasional Berhad
Marketing Trailblazer - Digital	Eve Fong	Nestlé Nespresso
Marketing Trailblazer - F&B	Melati Abdul Hai	McDonald's Malaysia
Marketing Trailblazer - Financial Services	Zalman Zainal	Hong Leong Bank Berhad
Marketing Trailblazer - FMCG	Chow Phee Chat	Nestlé
Marketing Trailblazer - Telco	Jenny Chin	U Mobile
SPECIAL MENTION		
Best Marketer in Customer Experience Marketing	Jenny Chin	U Mobile
Best Marketer in Festive Communications Marketing	Nik Tasha Nik Kamaruddin	Sunway Group
Best Marketer in Media & Content Partnership	Kong Wai Seng	A&W Malaysia
Best Marketer in Retail & Promotions Marketing	Mohammad Munzir bin Aminuddin	Siti Khadijah Apparel
Best Marketer in Sustainable Brand Marketing	Nizam Sani	Bank Rakyat
Marketing Trailblazer - Financial Services	Siti Hajar Rizla	Etiqa
UNDER 30s		
Rising Marketing Star - Financial Services	Amirul Muhammad	Modalku Group
Rising Marketing Star - Financial Services	Ray Chu	RHB Banking Group
Rising Marketing Star - FMCG	Low Yuen Min	Wipro Unza Malaysia
Rising Marketing Star - Telco	Yap Pik Kuan	TIME dotCom
BLACK TROPHY		
CMO of the Year	Melati Abdul Hai	McDonald's Malaysia
CMO of the Year	Sutapa Bhattacharya	Tenaga Nasional Berhad

Malaysian CMO Winners - Career Progression

We have watched the career progression of our winners and are very proud of their successes. Some have been entrusted with larger responsibilities in their companies, some have been given regional footprints, some are now in their dream job leading business performance through brand imaging, diversification, digital transformation, etc., and some are even running companies now!

Here is a selection of 14 winners who have progressed over the past four years... enjoy!

CMO WINNERS CAREER PROGRESSION

WINNERS	THEN ROLE	CURRENT ROLE
Santharuban T. Sundaram (CMO of the Year 2018)	VP, Marketing - Etika Holdings	CEO - Atlas Vending Pte Ltd (please tune in to bigger news next week)
Eugene Lee (CMO of the Year 2018)	Marketing Director - McDonald's Malaysia	Regional CMO (Asia) - McDonald's
Andrew Pinto (2018, 2019, 2020)	Head of Marketing, mudah.my	Head of Brand & Marketing, TM Berhad
Chayenne Tan (2018)	VP, Growth Marketing - CIMB Malaysia	Director - Performance Marketing, CIMB Malaysia
Linda Hassan (2018, 2020)	SVP, Marketing - Domino's Pizza, Malaysia & Singapore	Group CMO - Domino's Pizza, Malaysia & Singapore
Shiv Sahgal (2018)	Marketing Director - Foods & Refreshment, Unilever Malaysia	GM, Unilever Singapore and Foods & Refreshments Director Malaysia
Zaid Hasman (2018)	Director of Digital, McDonald's Malaysia	Chief Technology Officer, McDonald's Malaysia
Datuk Lai Shu Wei (CMO of the Year 2019)	VP, unifi Marketing & Communications	Chief Marketing & Sales Officer, Sime Darby Property Berhad
Emily Chong (2019)	Deputy GM Marketing, Pizza Hut Malaysia	CMO - KFC & Pizza Hut Malaysia
Moharmustaqeem Mohammed (2019)	EVP, unifi	CEO - TM Net
Angelina Villanueva (CMO of the Year 2020)	CMO, KFC Malaysia	Marketing Director - KFC Asia
Andrew Yeoh (2020)	Head of Marketing & Innovation IKEA SEA	Head Of Marketing - TIME dotCom Berhad
Nizam Sani (2018, 2020)	Senior VP, Marketing & Communications, Bank Rakyat	Chief Marketing & Communications Officer - Bank Rakyat
Schrene Goh (2020)	EVP Marketing, Pos Malaysia	Chief Marketing Officer - Lazada

CMO AWARDS: WINNERS INDEX

MALAYSIAN CMO AWARDS PERFORMANCE RANKING (2018-2021)

ANGELINA VILLANUEVA	30
DATUK LAI SHU WEI	30
MELATI ADBUL HAI	30
SUTAPA BHATTACHARYA	30
EUGENE LEE	25
SANTHARUBAN THURAI SUNDARAM	25
ABDUL SANI ABDUL MURAD	20
EDMUND LEE	16
ANDREW PINTO	15
FERNIE JASMINE ABDUL GHANI	15
GIGI LEE CHING YEE	15
LINDA HASSAN	13
NIZAM BIN SANI	13
BEN FOO KIAN BENG	10
CHAYENNE TAN CHIA YEN	10
JOVINA TAN SIEW CHING	10
MOHAMED ADAM WEE ABDULLAH	10
SCHRENE GOH	10
SHAZLINA MOHD SUFFIAN	10
SHIRLEY NEW	10
JENNY CHIN	8
RAYMOND SIVA	8
MOHAMMAD MUNZIR AMINUDDIN	6
ANDREW GNANANATHAM	5
ANDREW YEOH	5
AW KAI FOONG	5
BEN MAHMUD	5
BEN RYNJAH	5
BENJAMIN WOO LIK KANG	5
CHAN MAY LING	5
CHEONG MAY YEEN	5
CHOOI YEW VERN	5
CHOW PHEE CHAT	5
DAPHNE LOURDES	5
DIANA WONG	5
ERIC WONG	5

CMO AWARDS: WINNERS INDEX

EVE FONG	5
GERARD YUEN	5
GOPAL PUTREVVU	5
GRAHAM LIM	5
HANI EZRA HUSSIN	5
HASSAN ALSAGOFF	5
IZLYN RAMLI	5
JESS HOW	5
KENNY WONG	5
LAU YIN MAY	5
LEONG KUAN YEW	5
LUM CHONG HENG	5
MAHMOOD ABDUL RAZAK	5
MANPREET SINGH	5
MARTIN VOON	5
MOHARMUSTAQUEEM MOHAMMED	5
MOHD SHAHRIZAL ABDUL RAHIM	5
NADINE PAUL	5
NG CHING YEE	5
NICHOLAS NYEOW	5
PETER POHLSCHMIDT	5
RACHEL TAN	5
RAFE DANIEL CHWEE	5
RISHI PAHWA	5
ROY SIEW	5
SAKI GOH	5
SAMMY CHAN	5
SHEENA FONG	5
SHIV SAHGAL	5
STEPHANIE CAUNTER	5
TAI KAM LEONG	5
TAMMY TOH	5
THAM YEN LEE	5
TIMOTHY JOHNSON	5
VICTOR KAW	5
ZAID HASMAN	5
ZALMAN ZAINAL	5
CHRISTINE HO	3
EMILY CHONG	3
FARHAN HAFETZ	3

CMO AWARDS: WINNERS INDEX

IZRA IZZUDIN	3
JEAN LER	3
JOSEPH LIM	3
KONG EE LYNN	3
KONG WAI SENG	3
LAU WENG THIM	3
NIK TASHA NIK KAMARUDDIN	3
SITA HAJAR RIZLAN	3
TAN I-LIN	3

*POINTS: Gold - 5; Special Mention - 3; CMO of the Year - 20
Based on submissions over four years, winners with equal scores listed in alphabetical order.*



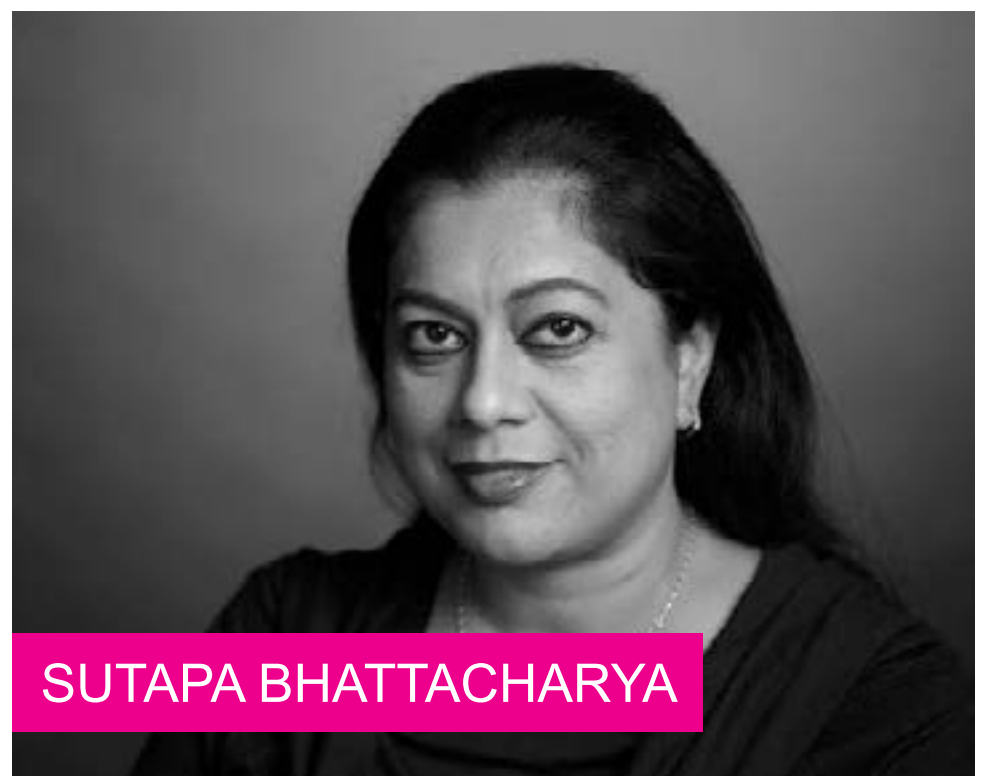
ANGELINA VILLANUEVA



DATUK LAI SHU WEI



MELATI ADBUL HAI



SUTAPA BHATTACHARYA

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(23th March – 25th March 2022)

**Malaysian CMO Awards 2021
Champions Tour Day 9 - Omnia
brings life to the celebrations**

GA Pageviews: 2,219



**Teleport showcases “Never On
Time, Always Early” campaign**

GA Pageviews: 2,182



**Spotify and FC Barcelona partner
up to bring music and football
together**

GA Pageviews: 2,102



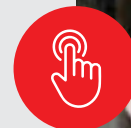
**Ukrainian Snake Island soldier
seeks trademark for iconic phrase,
as major brand challenges grow in
Russia**

GA Pageviews: 1,843



**Malaysian CMO Awards 2021
Champions Tour Day 8 - DTT
honours Rising Marketing Stars**

GA Pageviews: 1,723





**2022
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SAFETY
PICK**

