

MARKETING WEEKENDER™

ISSUE #463 MAY 2026



MARKETING BRILLIANCE
SHINES AGAIN!



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THE AGENCY EDITION

E X C E P T I O N A L I S M

The Malaysian CMO Awards 2025 stands as a distinguished tribute to the architects of modern brand leadership. Convened by **MARKETING Magazine Asia**, these prestigious honours celebrate visionary marketers whose courage, intellect and strategic brilliance have shaped industries, inspired organisations and elevated the standards of Malaysian marketing.

More than an awards platform, it is a gathering of influence, imagination and leadership where commerce is guided by purpose and conviction. Each accolade symbolises distinction earned through innovation, resilience and transformative impact. To stand among these honourees and their teams is to be recognised not merely as a marketer, but as a force shaping culture, business progress and the future direction of brands in Malaysia and beyond.

MALAYSIAN CMO AWARDS 2025

LEAGUE OF JUDGES

**ANDREAS M. VOGIATZAKIS**

AUTHOR, SELF-AWARENESS
LEADERSHIP COACH, TEDX KEYNOTE
SPEAKER, MASTER NLP PRACTITIONER

**BHARAT AVALANI**

FOUNDER & CEO
CONNECTING THE DOTS
CONSULTANCY

**CARYN LOH**

MD, WATSONS MALAYSIA &
COO OF HEALTH & BEAUTY ASIA

**CHANCHAL CHAKRABARTY**

ADVISOR
TECH & ENTERTAINMENT,
EX-CEO AT GROUPEM MALAYSIA

**CHRIS JAQUES**

FOUNDING PARTNER & CEO,
TRANSFORMATION GROUP, MACAU
FORMER CEO OF APAC, EUROPE & U.S. @
OMNICOM, WPP

**DATUK SERI MOHAMMED
SHAZALLI RAMLY**

MEDIA & STRATEGIC
COMMUNICATIONS ADVISER
TO PRIME MINISTER'S OFFICE (PMO)

MALAYSIAN CMO AWARDS 2025

LEAGUE OF JUDGES

**DATUK WILLIAM NG**

MD OF AUDIENCE ANALYTICS LIMITED
(SGX:iAZ)

PRESIDENT OF SMALL AND MEDIUM
ENTERPRISES ASSOCIATION MALAYSIA
(SAMENTA)

**GEORGE ANG**

CEO OF A&W AND DIRECTOR
INTER MARK RESOURCES

**GREG PAULL**

PRESIDENT
GLOBAL GROWTH FOR
MEDIASENSE NEW YORK

**HENRY TAN**

FORMER CEO OF ASTRO MALAYSIA

**JOEL NEOH**

FOUNDING PARTNER, FIRST MOVE
CO-FOUNDED 3 COMPANIES FROM 0 TO
IPO (FAVE, GROUPON, SAYS.COM)

**JOHN D. CHACKO**

EXECUTIVE CHAIRMAN, RECODE
PRESIDENT MALAYSIA & GLOBAL
VP, INTERNATIONAL ADVERTISING
ASSOCIATION

MALAYSIAN CMO AWARDS 2025

LEAGUE OF JUDGES

**KAREN CHAN**

CEO OF FAIRPRICE GROUP, BOARD OF DIRECTORS (INED) QSR BRANDS, BOARD OF DIRECTORS (INED) BATA GROUP

**MOHAMED ADAM WEE ABDULLAH**

FORMER GROUP CMO OF MAYBANK AND CIMB GROUP.

**RAGHUNATH AKA BRANDMAN**

CURATOR OF MILESTONE BRAND MARKETING CONFERENCE BRANDFEST

**RENZO C VIEGAS**

FOUNDER & EXECUTIVE DIRECTOR CRESCER SDN BHD

**SANTHARUBAN THURAI SUNDARAM**

CEO OF ETIKA GROUP OF COMPANIES MALAYSIAN CMO OF THE YEAR AWARD WINNER

**TONY SAVARIMUTHU**

FORMER CEO/BOARD DIRECTOR OF DENTSU LHS



BRAVERY HAS A NAME.

NINETEEN,
TO BE EXACT.

In a year as difficult and demanding as 2025, these marketing maestros did more than survive.

They stood their ground, lifted their teams, sharpened their brands and emerged shining.

This special edition is a tribute to them, and to the people behind them.

For its eight year, The Agency Edition allowed selected creative, media and communications agencies a chance to honour clients they work with.

Agencies got to nominate outstanding marketers - those who inspired, collaborated and pushed for marketing excellence. All submissions were made

MALAYSIAN CMO AWARDS 2025

through their respective agencies.

As in previous years, the mission to uncover breakthrough marketing leaders, including those driving impact within SMEs and SMIs remained a focus.

The process was robust and evaluated following our strict criteria, with a panel of 18 reputable judges:

- Marketing Performance: (30%)
- Campaign Objective. Campaign





Strategy. Campaign Success. Campaign Uniqueness.

Business Performance: (30%) Revenue growth, profitability. Market share, expansion. Brand equity, traction. Customer satisfaction, acquisition.

Leadership Performance: (30%) Strategic Brand Vision. Team Building & Culture. Tech Optimisation. Growth Sustainability. ESG factors.

Popularity Performance: (10%) An Online poll with MARKETING magazine's readers, based on "Marketers I'd like to work with".

Together, the process combined peer nomination, industry achievement and sector influence, spotlighting individuals who are making significant impact through innovative campaigns, creative leadership and growth.

The Awards Induction Ceremony, held at the prestigious Malaysian Petroleum Club overlooking the iconic Twin Towers, provided a fittingly majestic setting. It was a reminder that great marketing is

built by brave leaders, trusted teams and bold partnerships.

As we look towards 2026, the challenges ahead will not be lighter. Marketers will face sharper scrutiny, tighter budgets, faster technologies, fractured attention, rising consumer expectations and an unforgiving demand for both growth and responsibility.

If 2025 tested bravery, 2026 will test belief.

Belief in ideas. Belief in teams. Belief in the power of marketing to lead businesses through uncertainty with intelligence, imagination and integrity.

We thank all proposers (including non-winners), Sponsor billups, OOH Partner Zoomer Media, Awards Research Partner Ipsos Strategy3, our supporters, friends and well-wishers.

<https://marketingmagazine.com.my/cmofawards/2026/>

Gallery: <https://mccainpictures2025.passgallery.com/-cmo2025/gallery>

Non-winners are not published.

MALAYSIAN CMO AWARDS 2025

| CATEGORY | NAME | DESIGNATION |
|------------------------------|----------------|--|
| Best Of The Best | Andrew Pinto | Vice President, Unifi Brand and Marketing. |
| Best Of The Best | Diana Boo | Chief Marketing Officer, Boost. |
| Best Of The Best | Saki Goh | Marketing & E-Commerce Director, Wipro Unza Malaysia. |
| Best Of The Best | Shayne Koh | Head of Group Digital, Marketing & Branding, Alliance Bank Malaysia. |
| Best In Non-Food FMCG | Alex Goh | Vice President Marketing, Mr DIY. |
| Best In Beverage Marketing | Amy Gan | Vice President Marketing, Etika Group of Companies. |
| Best In Financial Services | Angeline Tung | Head of Brand, Marketing & Communications, Prudential Assurance Malaysia |
| Best In Telco Marketing | Bernard Lee | Head of Brand & Marketing U Mobile. |
| Best In F&B | Chin Mei Lee | Chief Marketing Officer, McDonald's Malaysia. |
| Best In Financial Services | Irene Cheah | Chief Marketing Officer, Ryt Bank. |
| Best In Beverage Marketing | Leong Wai Yin | Chief Marketing Officer, F&N Beverages Marketing |
| Best In Financial Services | Nizam Sani | Chief Marketing & Communications Officer, Bank Rakyat. |
| Best In Financial Services | Toni Darusman | Group Chief Brand & Marketing Officer, CIMB |
| Best In FMCG | Wan Ping Chang | Marketing Director, Ace Canning Corporation. |
| Best In Financial Services | Wendy Tan | SVP & Head of Group Retail Banking Marketing, RHB Bank. |
| Best In Consumer Electronics | Jayson Ong | Head of Brand Marketing, Sharp Electronics Malaysia. |
| Best In Media & Marketing | Benjamin Woo | Head of Group Marketing, Astro. |
| Best In FMCG | Teoh Wei Ling | Marketing Director, A. Clouet (Malaysia) Sdn. Bhd. |
| Best In FMCG | Vynce Lim | Head of Marketing, Serba Wangi. |

CMO TROPHY ORIGIN STORY

Once upon a time, my good friend and neighbour, Adam Wee, was buying me lunch. As he hurried to grab the bill from the waitress, he accidentally knocked over my tall glass. It crashed onto the floor and shattered near the top.

As I stared at the broken glass, something about its jagged shape caught

my imagination. It did not look damaged. It looked like a breakthrough.

Bold. Different. Unpredictable.

That happy accident inspired the creation of the CMO Trophy. Since then, the award has symbolised marketers who dare to take risks, challenge convention, and break through the ordinary.











MALAYSIAN CMO AWARDS 2025





BEST OF THE BEST

Shayne Koh

Head of Group Digital, Marketing & Branding,
Alliance Bank Malaysia.



WHEN LEADERSHIP BECOMES A SHARED ENGINE

Shayne Koh's achievement is not only that she built successful campaigns. It is that she helped turn marketing into a collective engine of growth, learning and courage.

As Head of Group Digital, Marketing and Branding at Alliance Bank Malaysia, Shayne brings over 20 years of experience across digital marketing, branding and retail communication. Her career spans Alliance Bank, TGV Cinemas and Sony Malaysia, where she was twice named outstanding employee. At Alliance, she has led major initiatives including "Bank for Life", the BizSmart Challenge Accelerator Edition, and digital campaigns that made Alliance the first Malaysian bank to drive business outcomes through digital channels, later becoming a global Meta case study.

Her defining work was the reinvention of Alliance Bank's BizSmart Challenge. After ten years, the SME programme risked becoming invisible as competitors copied the pitch model. Shayne and her team reframed it from a contest into a living SME accelerator, combining loans, venture capital, grants, mentorship, digital engagement and storytelling.

The bold innovation was film. Instead of another campaign, the team created Malaysia's first SME funding pitch film, *The Ultimate Elevator Pitch*, celebrating entrepreneurs as heroes and showing how capital, credibility and courage meet. Real founders pitched in a moving elevator, faced venture capitalists, received mentorship and had their journeys brought to life on iQIYI, YouTube, cinema trailers and social platforms.

The results were historic: 593 entries, 4.2 million video views, 23 million impressions, 2.4 million engagements, RM3.2 million in PR value, number one trending movie on iQIYI for three weeks, and SME loan applications up 19% with value growth above 40%. Yet Shayne's deeper quality is collaborative leadership. She builds through insights, innovation, first-party data, analytics, eKYC, responsible digitalisation and a team culture that allows experimentation within boundaries.

Her hope is practical: when a leader trusts her team to invent new doors, even a bank can become a stage where entrepreneurs learn to rise.





BEST OF THE BEST
Saki Goh

Marketing & E-Commerce Director,
Wipro Unza Malaysia.



TURNING INSIGHTS INTO SHARED INSTINCTS

Saki Goh's achievement is not only measured by the brands she has grown, but by the team she has shaped to see more deeply, move faster and create with greater courage. With over 18 years of experience across FMCG and retail, and leadership roles at L'Oréal, Giant/Cold Storage, Johnson & Johnson, Unilever and Wipro Unza, Saki has built a career on business turnarounds, double-digit growth and award-winning campaigns. At Wipro Unza, she now leads marketing and e-commerce across 13 brands in 13 categories, including Safi, Aiken, Enchanteur, Carrie Junior, Dashing, Romano and Eversoft. Her leadership during Raya showed the power of shared insight. For Enchanteur and Scentify, the team uncovered a hidden festive anxiety: Malaysians loved their cats, but worried that pet odour might affect how guests perceived their homes and personal freshness. This became "Scent-xiety", a cultural truth turned into a playful campaign told through the eyes of a jealous family cat.

The idea worked because it did not shame consumers. It understood them. The cat-narrated film, influencer stories, claw-marked POSM and scent-sampling stations transformed fragrance from a product claim into a social confidence solution for Raya. The results were outstanding: 226 million impressions, 89% reach, 17 million YouTube views, 52% view-through rate, sales up 105%, Modern Trade share rising from 9% to 13%, search demand up 113%, and a 55.4x ROAS.

But Saki's deeper legacy is organisational. She champions cross-category learning, a future-fit New Product Development (NPD) process, digital transformation, Media 101 training, Google Wipro Day and TikTok Wipro Day. Her team has pioneered YouTube Masthead Livestream for skincare, Roblox integration for FMCG, YouTube Kids presence and culturally sharp work like Safi's Ketibas, Ketibus, Ketibam.

Her leadership proves that the future belongs not to one brilliant mind alone, but to teams trained to listen, imagine and build together.





BEST OF THE BEST
Diana Boo
Chief Marketing Officer, Boost.



ENERGETIC ARCHITECT OF FINTECH GROWTH

Diana Boo's achievement at Boost is the story of an energetic, creative and true award-winner who understands that innovation is not simply about technology. It is about removing friction from people's lives.

As CMO at Boost, Diana brings more than two decades of integrated marketing and advertising experience across Southeast Asia. Since joining Boost, she has unified branding, marketing and communications into a centralised team serving the wider Boost ecosystem, including Boost Bank.

Her work in 2025 focused on improving access to SME financing. After Boost Bank's 2024 launch as Malaysia's first homegrown digital bank with embedded banking, Diana helped shift the agenda from awareness to empowerment, especially for underserved individuals, SMEs and micro-SMEs.

The campaign used agentic AI to streamline the SME financing journey. Once a lead was submitted, the system initiated an immediate callback and asked pre-scoring questions aligned with Boost Bank's credit-risk criteria, reducing the delay and uncertainty often faced by business owners seeking funding.

Diana's team matched this innovation with sharp targeting. Using social listening, merchant data and search behaviour, they identified priority industries such as services, trading, manufacturing, construction, wholesale and retail. More than 1,300 dynamic creative variations were then deployed to speak to specific business needs, from cash-flow gaps to expansion plans.

The results were strong: 2.72x higher CTR, 89% lower CPC, 10x web traffic growth and four-figure lead volume over three months, outperforming lead targets and cost-per-lead by 3x while new user acquisition grew 68% year-on-year.

Diana's leadership style blends speed, clarity and collaboration. She empowers teams and partners to co-create, upskill and adopt AI with purpose. Her hope is practical: when innovation listens first, finance becomes less intimidating and growth feels possible.

**BREAKING NEW GROUND WITH
SMART SME FINANCING SOLUTIONS**

BoostBank™
by axiata & RHB

Agentic AI

Nation's first digital bank to implement
AI-powered financing journey

First Loan
Term SME
Revolving Credit



BEST OF THE BEST
Andrew Pinto

Vice President, Unifi Brand and Marketing.



FIGHTER WHO TURNED PRESSURE INTO POWER

Andrew Pinto's story is the story of a fighter who never gives up. In one of the world's most saturated telco markets, where giants fight on price, bundles and noise, he chose a harder road: to make Unifi matter culturally, emotionally and commercially.

His career in advertising and communications began in 2000, fuelled by curiosity, creativity and an instinct for turning ideas into growth. From FMCG point-of-sale work to regional music platforms and national brand strategy, Andrew has built a reputation for hands-on leadership, collaboration and integrated thinking.

At Unifi, his challenge was enormous. The brand had to compete against Maxis, CelcomDigi, Time, Astro and others, while shifting from functional telco to future-facing digital lifestyle ecosystem.

His strategy was to stop defending and start gaining ground. Through culture-led performance marketing, Andrew helped reposition Unifi as part of Malaysians' lives, not merely their bills. Unifi Device Fiesta tapped into 10.10, 11.11 and 12.12 shopping culture, turning telco bundles into a year-end shopping festival. Wedding Crashers transformed Fattah Amin's wedding into a national livestream moment, relaunching Unifi TV 2.0 as cultural currency.

The results showed the force of that fighting spirit: Device Fiesta delivered +256% device sales, +281% growth in device-bundled postpaid plans, +616% growth in hard bundles, 619,800 live viewers and 2.8 million engagements. Wedding Crashers achieved 96 million views, 5.9 million views on wedding day, over 1 million downloads in week one, and became the number one entertainment app for two straight weeks.

Andrew also built strength behind the scenes, shaping a 150-person modern marketing organisation with stronger leadership, innovation, accountability and performance squads.

His lesson is simple: fighters do not merely survive pressure. They turn it into momentum.





BEST IN FINANCIAL SERVICES



WENDY TAN

SVP & Head of
Group Retail Banking Marketing
RHB Bank

GOLD



Wendy Tan
SVP & Head of Group Retail Banking Marketing
RHB Bank

BEST IN FINANCIAL SERVICES

Wendy Tan

SVP & Head of Group Retail Banking Marketing,
RHB Bank.





TURNING PROGRESS INTO POSSIBILITY

Wendy’s achievement is not only that she marketed a banking product well. It is that she understood a deeper human truth: people do not adopt technology because it is clever.

They adopt it when it quietly makes life simpler.

As Head of Group Retail Banking Marketing at RHB Bank, Wendy leads with the purpose of “Making Progress Happen for Everyone.” Her experience across Sony, Digi and Citibank has shaped her into a marketer who blends brand strategy, digital engagement, behavioural insight and customer-centred communication with measurable commercial impact.

Her work on the RHB Multi-Currency Account and Debit Card is a strong example of future-ready marketing made practical. The product, first launched in 2019, allowed customers to hold and spend multiple foreign currencies using a single debit card. Relunched in 2023, it supported up to 33 foreign currencies and integrated with Apple Pay, Google Pay, GrabPay and Alipay.

But Wendy saw that functionality alone was not enough. Consumers still viewed multi-currency cards as “travel-only” tools. Her strategy reframed the RHB MCA Debit Card as an everyday essential, useful not only overseas but also for food, transport, groceries, shopping and mobile wallet payments.

With limited budget, her team chose creativity over spend. A mobile-first mini drama in Bangkok, contextual ads, tactical eDMs, staff retraining and even a guerrilla “queue hijack” at money changers turned the card from a financial feature into a living behaviour.

The results proved the wisdom of the shift: MCA Debit Cards grew 48% YoY, debit card retail spend rose 38% YoY, CASA balances linked to MCA cards rose 41% YoY, and Retail MCA market share reached 8.93%.

Wendy’s leadership reminds us that progress is not always loud. Sometimes, it is one card, one choice, one everyday habit, moving people gently into the future.

TRANSFORMING A TRAVEL CARD INTO AN EVERYDAY ESSENTIAL
 SMARTER SPENDING • SEAMLESS LIVING • EVERYWHERE

RHB MULTI-CURRENCY DEBIT CARD
 MORE THAN A TRAVEL CARD - YOUR EVERYDAY CARD

RHB **VISA**
 MULTI-CURRENCY • MyDebit

“LIVE LIFE, SPEND SMARTER”

- UP TO 33 CURRENCIES
- LOCAL & GLOBAL SPENDING
- MOBILE WALLET READY
- SEAMLESS • SECURE • RELIABLE

1 THE INSIGHT
 CONSUMERS SEE IT AS “TRAVEL-ONLY” USED OVERSEAS, FORGOTTEN AT HOME

2 THE IDEA
 REPOSITION AS “EVERYDAY ESSENTIAL” ONE CARD. EVERY MOMENT. EVERYWHERE

3 THE EXECUTION
 9 EPISODE MINI DRAMA “JOURNEY WITH RHB”
 GUERRILLA “QUEUE HIJACK” AT MONEY CHANGERS
 CONTEXTUAL DIGITAL ADS & EDMs
 BRANCH & EMPLOYEE ADVOCACY

4 THE RESULTS
 +57% INCREASE IN CARD ACTIVATION
 +137% GROWTH IN TRANSACTION VOLUME
 +134% GROWTH IN \$ SPEND
 +126% INCREASE IN CARD CONSIDERATION
 STRONGER BRAND LOVE & CUSTOMER LOYALTY

FOOD • TRANSPORT • GROCERIES • ONLINE & MOBILE PAYMENTS

ELEVATING EXPERIENCES • BRIDGING COMMUNITIES

MULTIPLE AWARD WINNER



BEST IN FMCG
Wan Ping Chang
Marketing Director, Ace Canning Corporation.



TURNING A SMALL DOT INTO A LARGER TRUTH

Wan Ping Chang's achievement is not simply that she grew a beverage brand. It is that she understood how a product can move beyond function and become a gentle intervention in people's lives. As Marketing Director of Ace Canning, Wan Ping brings over 20 years of marketing leadership across FMCG and healthcare, having worked with brands such as Twisties, Chipsmore, Oreo, Blackmores and Tiger Balm. This breadth has given her a rare instinct: the ability to balance consumer appetite with care, commercial ambition with social meaning.

Her work on Homesoy 3.0 is a strong expression of that instinct. Before 2023, Homesoy was growing only in the low single digits in a crowded soya beverage market. Consumers liked its familiar home-style taste, but the brand needed a sharper functional edge. Wan Ping repositioned Homesoy from a traditional staple into a modern, health-forward choice, aimed at more nutrition-conscious consumers and supported by a premium proposition.

The product became the centre of a larger human message. With Homesoy 3.0 positioned as Malaysia's highest-protein soya milk, the "Stop That Dot" campaign used the small dot as a symbol of early breast cancer detection. Instead of hiding behind statistics, the campaign gave voice to six real breast cancer survivors, urging Malaysian women to go for screening. The execution was precise and purposeful: a two-minute film, digital media, billboards, radio, press engagement, in-store visibility, partnerships with Sixty Eight, Fitness First+Celebrity Fitness, plus Grab ride discounts for women going to hospitals for screenings. The impact was powerful: over 10 million Malaysian women reached online, 4.3 million content views, RM2.6 million in PR value, 40% GrabMart sales growth, record October 2025 sales, and over 10,800 women screened.

Wan Ping's leadership shows that marketing is not only about growth. It is about conscience, courage and relevance. Sometimes, hope begins as a dot.

Then leadership gives it meaning.





Best In Financial Services
Toni Darusman
Group Chief Brand & Marketing Officer, CIMB



STEADY LIGHT OF PROGRESS

Pak Toni's leadership reminds us that great marketing is not merely the art of attention.

It is the discipline of giving people confidence to move forward.

As CIMB Group Chief Brand & Marketing Officer, Toni brings 24 years of experience across Indonesia, Malaysia and Hong Kong, with leadership roles spanning CIMB Niaga, Bank Danamon, Indosat Ooredoo, GSK, Heineken, Unilever, Coca-Cola and Philip Morris. His strength lies in joining regional wisdom with hands-on modern marketing, from strategy and creative development to media execution and measurable business outcomes.

In 2025, his leadership helped make CIMB more emotionally relevant and commercially effective. KITA BAGI JADI 2.0 became the year's defining brand platform, reinforcing CIMB's role as a trusted, caring and innovative financial partner for Malaysians.

Toni's philosophy was simple but powerful: brand warmth must also create business movement. The campaign lifted CIMB's overall brand score from 53% to 57%, with trust rising 8%, care 5% and innovation 2%. Advertising awareness nearly doubled from 34% to 67%, while correct brand linkage rose to 85%.

His Travel Campaign showed the same discipline. By bringing together products such as CIMB Durian-i, Credit Cards, Travel Currency and Travel Insurance, the campaign transformed travel anxieties into practical solutions. It delivered 81 million impressions, 59 million views and stronger product action, including Travel Currency transactions up 42% and Travel Insurance cases up 23%.

Beyond campaigns, Toni built capability. He created CIMB's internal creative and design hub, restructured teams around strengths, introduced centres of knowledge, and embedded accountability, learning and purpose into the marketing organisation.

Toni's shining leadership lies in this: he does not treat marketing as noise around progress. He makes marketing a lamp that helps people see progress, believe in it, and walk towards it.





BEST IN FINANCIAL SERVICES
Nizam Sani
Chief Marketing & Communications Officer,
Bank Rakyat.



BRIDGE BUILDER OF MODERN BANKING

Nizam's achievement is not merely that he led successful campaigns for Bank Rakyat. It is that he helped give banking a more human face, one rooted in trust, inclusion and service to community.

With over 20 years of experience across financial services, media and Islamic banking, Nizam brings uncommon range to his role. His journey spans Maybank Cards, AmAssurance, Al Rajhi Bank and Astro, where he helped launch businesses, build brands, grow audiences and shape customer behaviour. At Bank Rakyat, he oversees marketing, corporate communications, customer service, sustainability, creative and media functions, giving him strategic breadth and institutional influence.

In 2025, his leadership was guided by a clear philosophy: Elevating Experiences, Bridging Communities. The ambition was to evolve Bank Rakyat from a product-led institution into a more inclusive, customer-centric and experience-driven Islamic bank, while staying faithful to its cooperative roots.

That vision came alive through work that balanced emotion, technology and purpose. Aur Dengan Tebing and the Raya film Salam used storytelling to express perseverance, family and lifelong partnership. Balqis, the AI-powered digital banking companion, reflected a more accessible and personalised future for customer engagement. Platforms such as Mufti Menk Live in Malaysia, Muslimah Fest, RAKYATpreneur and UNIPreneur extended the bank's role beyond finance into faith, entrepreneurship and community uplift.

The outcomes were significant. Bank Rakyat recorded over one million new accounts, grew its new non-Bumiputera customer base by more than 50%, and built a RM3 billion sustainable financing portfolio, with RM1.3 billion disbursed across green sectors.

Yet Nizam's finest quality may be the team culture he has built: agile, purposeful, collaborative and proud of its role in national progress. His leadership reminds us that the future of banking is not only digital. It is deeply human.





Best In Beverage Marketing
Leong Wai Yin
Chief Marketing Officer,
F&N Beverages Marketing



A FORCE BEHIND BRANDS THAT MOVE WITH LIFE

Leong Wai Yin's leadership shows that great marketing is not only about selling drinks. It is about understanding the rhythms of people's lives, then placing the right brand in the right human moment.

With 25 years of experience, beginning at McCann Erickson before moving deeply into the F&B world through F&N Beverages and Nestlé Malaysia, Wai Yin has built a career on consumer understanding, commercial discipline and brand stewardship. Since returning to F&N in 2014 as 100PLUS Marketing Manager, she has risen to Chief Marketing Officer, now overseeing a RM2.5 billion portfolio that includes 100PLUS, F&N CSD, Magnolia, F&N Canned Milk and Carnation.

Her recent work across 100PLUS and Magnolia reflects a marketer who knows how to evolve familiar brands without losing their soul. 100PLUS Dahagakan Apa Jua, in collaboration with Grab, moved isotonic hydration beyond athletes to everyday heroes, activating Grab's driver and rider network to create authentic sampling, social buzz and a 12% month-on-month sales uplift.

With 100PLUS Pasti Stedi, Wai Yin's team found a place for hydration in Ramadan by tapping the late-night Moreh digital pulse. A 14-night TikTok livestream series with Malay creators delivered 16.3 million impressions, 6.2 million reach and lifted brand relevance among Malay youth by 11%.

For Magnolia Cari 100%, she tackled a category misconception in a market dominated by recombined milk. Through education, reframing and conversion, Magnolia grew sales volume by 71% and surpassed Dutch Lady in market share volume.

Beyond campaigns, Wai Yin reshaped the marketing division into sharper strategic pillars, giving category leaders greater autonomy and accountability. Her leadership blends rigour with trust, innovation with responsibility, and performance with purpose. Her hope lies in this simple wisdom: enduring brands do not stand still. They listen, adapt and keep nourishing new generations.





Best In Financial Services
Irene Cheah
Chief Marketing Officer, Ryt Bank.



MAKING BANKING FEEL FUTURE-READY

Irene Cheah's achievement at Ryt Bank is the story of a true innovator who entered late, but chose not to think small. As CMO of Ryt Bank, she stepped into one of the toughest marketing challenges in Malaysia's financial sector: launching the last digital bank in a crowded category where early players had already captured attention, customers and habit. With experience from Colgate Palmolive, Johnson & Johnson, Fonterra and Lazada, Irene brought the discipline of big brands, the agility of platforms and the courage of a builder.

Her insight was sharp. Ryt Bank could not win through cosmetic differentiation or easily copied offers. It had to design difference into the banking experience itself. Under her leadership, the brand focused on simplicity, inclusion, trust and frictionless use, especially for underserved and first-time digital banking users. AI became central, not as decoration, but as a useful companion for everyday banking.

The launch spoke in a modern human voice: emojis, Gen Z language, calm visuals, friendly microcopy, problem-solution ads, Merdeka storytelling, community engagement, KLPodfest, AI creators, football influencers and even the world's first sponsorship of VAR in the Malaysian Football League. Irene understood that a digital bank must live where people already live.

The results were remarkable. In only four months, Ryt Bank achieved over 1 million app downloads, became the highest-rated digital bank since launch on both Apple App Store and Google Play Store, accumulated RM1.5 billion in customer deposits, and saw 60% of customers adopt Ryt AI for everyday actions such as payments, transfers and savings.

Yet Irene's deeper innovation is cultural. With a core team of five, she built a flat, empowered, data-led marketing function driven by real-time analytics, weekly optimisation and ecosystem collaboration.

Her leadership gives hope because it proves the future belongs to those who turn uncertainty into usefulness. Irene did not just launch a bank. She made banking feel lighter, closer and more real.





BEST IN F&B
Chin Mei Lee
Chief Marketing Officer, McDonald's Malaysia..



THE WOMAN WHO BROUGHT THE SMILE BACK

Mei Lee's winning story is riveting; it was forged in one of McDonald's Malaysia's most difficult moments, when years of brand love turned into distrust within weeks and the business needed more than a campaign. It needed courage, empathy and a leader who understood that recovery begins with people.

Since joining McDonald's Malaysia in 2020, Mei Lee has brought 16 years of FMCG and F&B experience from Nestlé, Fonterra, Unilever and Johnson & Johnson into a role that demands both commercial precision and emotional intelligence. As Chief Marketing Officer, she has strengthened the brand through strategy, creativity, data and a culture of brave collaboration.

Her defining move was simple: International French Fry Day. At a time when the brand could have retreated, she chose joy. Built on the universal truth that everyone steals fries, the idea reminded Malaysians of something innocent, familiar and shared. Fries became more than a side. They became a bridge back to warmth.

The idea was thwarted multiple times, but Mei Lee fought for it because she knew humour and playfulness could help heal tension. When packaging timelines seemed impossible, she rallied global support. When the brand needed visibility, she led Malaysia's first Bukit Bintang takeover, turning the Golden Triangle into a national celebration of fries.

The results were amazing: Brand Love rose 5%, Brand Trust 7%, Customer Satisfaction 5%, the product sold out in 375 restaurants in two days, guest count hit 458,167, and the campaign earned 35 million global impressions and RM6.4 million in earned media. Mei Lee's true leadership lies in protecting her team, trusting agencies as co-creators and proving that joy can be strategic. In a storm, she did not shout. She steadied the room, and brought the smile back.





Best In Telco Marketing
Bernard Lee
Head of Brand & Marketing U Mobile.



FROM SIGNAL TO CULTURE

Bernard Lee's achievement at U Mobile is the story of a marketer who understood that in a crowded telco market, data alone is not enough. A network may be invisible, but the brand must be felt.

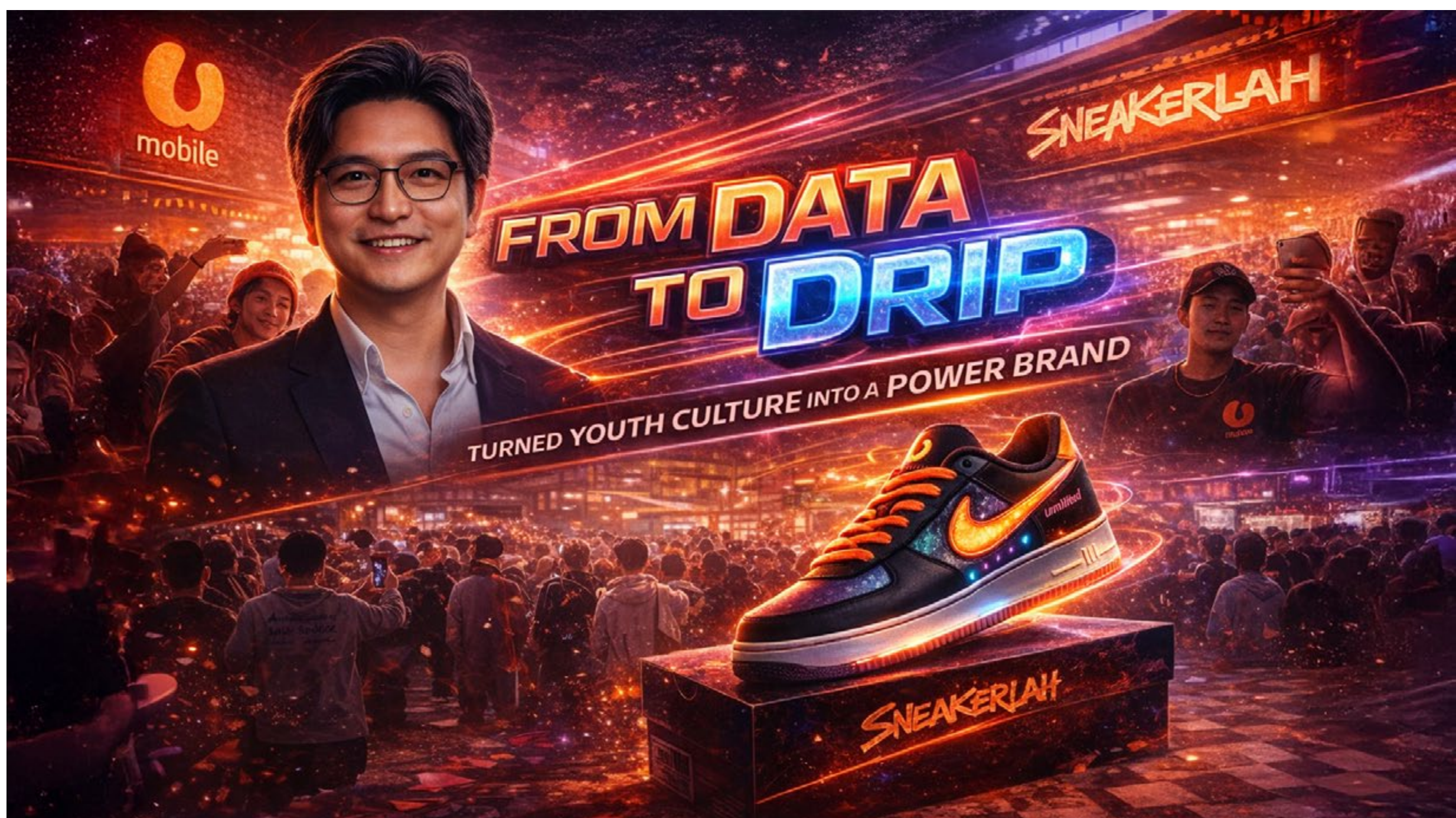
As a 20-year marketing leader with experience in Malaysia and Singapore, Bernard has helped evolve U Mobile from a cheerful challenger value brand into a stronger disruptor power brand with broader cultural appeal. His leadership combines FMCG-style brand building, technology, data, speed and creative courage, while shaping U Mobile into a brand that connects with communities and supports aspirations.

His defining challenge was to move U Mobile Prepaid beyond price-led utility and win the high-value, high-ARPU youth segment aged 18 to 30. This audience saw telcos as invisible and replaceable, so Bernard looked for a more visible emotional doorway: streetwear and sneaker culture, where young Malaysians express identity, taste and status.

The idea, From Data to Drip, transformed an invisible network signal into a tangible cultural statement. U Mobile collaborated with local artist Edna Creationz to create a custom Nike Air Force 1 sneaker with colour-changing fabric, heat-reactive panels and LED accents, launched at SneakerLAH, Malaysia's leading streetwear event. With AR virtual try-ons and cultural seeding from streetwear voices, the brand entered culture as a participant, not a sponsor.

The results were powerful. Brand Index among high-ARPU youth rose 55%, far ahead of the 20% target. Reputation, satisfaction and recommendation scores grew by an average of 136%, while positive social sentiment in East Malaysia surged 311%.

Bernard's deeper quality is his ability to build teams that move fast, stay brave and win repeatedly. He champions agility, AI-enabled workflows, data-led marketing and a flat culture of empowerment. His leadership proves that the future belongs to brands brave enough to turn utility into identity.





BEST IN FINANCIAL SERVICES
Angeline Tung
Head of Brand, Marketing & Communications,
Prudential Assurance Malaysia



CALM COLOUR OF TRUST

Angeline Tung's story is colourful not because it is loud, but because she brought many shades of leadership into one of the most sensitive categories of the year: steadiness, empathy, clarity, discipline and trust.

With over 25 years of experience across financial services, FMCG, pharma, telco and property, Angeline has worked with major names including Nestlé, L'Oréal, Citibank and Sunway Group. Now Head of Brand, Marketing & Communications at Prudential

Malaysia, she leads brand strategy, digital, content marketing, public relations and corporate responsibility with a rare ability to balance growth with long-term credibility.

In 2025, the insurance category came under intense public scrutiny over healthcare affordability, medical repricing and the role of insurers. Consumer confidence was fragile, media attention was sharp, and the industry needed care rather than noise. Angeline responded by making Prudential a category stabiliser, anchoring communication on reassurance, accountability and consistent customer-centred clarity.

Her strategy simplified complexity. Instead of defensive messaging, she aligned brand, marketing and corporate communications into one coherent system that explained difficult issues responsibly and reinforced Prudential's role as a long-term health and wealth partner.

Execution was disciplined and modern. She built a response system for questions and negative sentiment, strengthened search and Answer Engine Optimisation, championed static educational content in a video-heavy world, and introduced the CARE Framework: clarify, ask, review and explore. Media engagement, National Press Club Yum Cha and Cha-Ching on the Go further extended trust into public conversation and financial education.

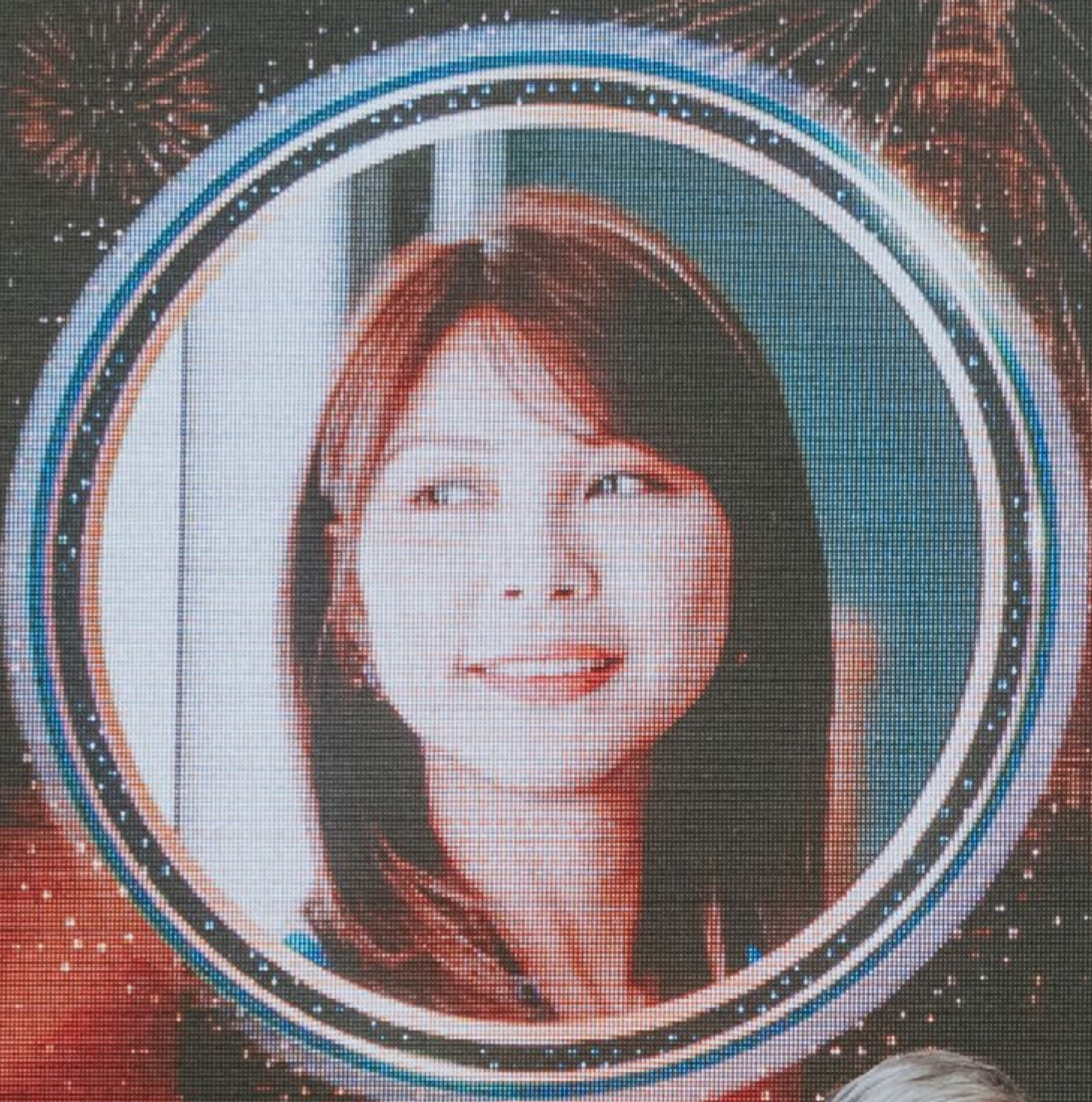
The results were significant: close to RM1 million in earned media value, number one PR share of voice, over 90,000 leads, 101% year-on-year growth in non-branded impressions, and Prudential's rise from third to first in market share by September 2025.

Angeline's leadership is a bright, composed kind of strength.





BEST IN BEVERAGE MARKETING



AMY GAN

Vice President Marketing
Etika Group of Companies

BEST IN BEVERAGE MARKETING

Amy Gan

Vice President Marketing, Etika Group of
Companies.



CHAMPIONS DRINKS TO THE NATIONAL STAGE

Amy Gan's leadership is not simply about selling beverages. It is about recognising what people are truly thirsty for: excitement, belonging, discovery, and a reason to choose one brand over another in a crowded world.

As VP, Marketing at Etika Group of Companies, Amy leads a portfolio of 18 brands across dairy, beverages and vending categories, supported by one of the most awarded marketing teams in Malaysia. Her career across Etika, Asahi Holdings and Atlas Vending is marked by purposeful firsts: Wonda Coffee, the Pepsi talking newspaper, Goodday KidSTART, Wonda Keluang Man, Malaysia's first braille blind vending machine, and the Ecopod, described as the world's slimmest vending machine.

Her leadership strength lies in turning pressure into possibility. Calpis Soda entered an unforgiving market, with more than 50 Asian drinks fighting for attention in convenience channels. Retailers were unsure where to place it, shelf space was difficult, and the product risked being overlooked or even delisted. Amy did not respond with a louder ad campaign. She changed the playing field.

By making Etika the executive producer of Calpis Soda One In A Million, she moved the brand from advertising into entertainment. Reviving a beloved singing competition after 15 years, she created a platform where Calpis Soda became part of national conversation, not merely a product on shelf.

The impact was remarkable: 290 million impressions, 262 million views, more than 20 million Malaysians reached, number one non-news show on TV3 within three weeks, and #CSOIAMTV3 trending number one on X for all eight weeks. Sales rose 18 times faster than the category, while convenience and service channel sales grew 69%.

But Amy's true achievement is the team she has built: diverse, fast, cross-functional and business-minded, with 75% from non-FMCG backgrounds. Her leadership proves that great marketers do not only quench demand. They create it.





BEST IN NON-FOOD FMCG
Alex Goh
Vice President Marketing, Mr DIY.



THE MAN WHO TAUGHT A PANDA TO CARE

Alex Goh's story at MR.DIY is a reminder that even the most practical brands can carry emotional power when led by someone who understands both numbers and human nature. As Vice President of Marketing at MR.DIY, Alex brings over 14 years of experience in brand strategy, customer relationship management and integrated marketing. Since joining MR.DIY in 2021, he has risen from Head of Marketing to Vice President, bringing together analytical discipline from his banking background, retail sharpness from Watsons, and a bold creative instinct that fits MR.DIY's own spirit of being Driven, Innovative and Yes-minded.

His challenge was clear. MR.DIY was already visible, widely used and trusted for price, assortment and convenience. But in a commoditised retail category, functional strength alone could not create lasting loyalty. The brand needed to move from being useful to being loved. Alex's answer was PANDAi Jaga Anda, a long-term brand asset designed to humanise MR.DIY. PANDAi was not treated as a costume or novelty mascot, but as a caring companion who "jaga" Malaysians in everyday life, reflecting the brand's quiet role in helping households solve daily needs.

The campaign came alive through emotional storytelling, a web film, social content, influencers, PR and real-world activations, including a giant PANDAi gift box in Bukit Bintang, flash mobs and a PANDAi Hop-On Bus parade. Beyond launch, PANDAi appeared across events and expanded across 14 countries in Asia, Europe and South Africa, proving its scalability.

The results were powerful: 37.7 million film views, 7.5 million social reach, 5% year-on-year sales growth, RM52 million in incremental revenue and 1.5 million additional transactions. MR.DIY also achieved a 36% market share and a Net Brand Love score of 86/100.

Alex's leadership shines through empowerment. He builds yes-minded teams with clarity, autonomy, data, mentorship and trust. His legacy is simple: he turned a retail giant into a brand with a heartbeat.





BEST IN FMCG
Vynce Lim
Head Of Marketing, Serba Wangi.



QUIET ARCHITECT OF TOMORROW

Vynce's story is not merely about marketing achievement. It is about the ability to see the future before it becomes obvious, then build the people, brands and systems needed to meet it. As Group Head of Marketing at Serba Wangi, she has led with both commercial clarity and human imagination. Under her stewardship, established brands such as Jati and ecoBrown's were strengthened, while new growth engines like Nuuna and ecoBrown's Brice were launched.

Her leadership spans marketing, branding, e-commerce, CRM, corporate communications, partnerships and events, giving her the breadth of a strategist and the discipline of an operator. Her work on ecoBrown's Brice shows a marketer who understands that the future belongs to those who can reframe the familiar.

Rice, long seen as a traditional staple, was transformed into a modern, flavour-led, wholegrain snack made from locally sourced Malaysian rice. With flavours such as Spicy Cheese, Seaweed, Musang King Durian, Satay, Himalayan Salt and Truffle, Brice spoke to Gen Z, young families and urban professionals without losing its Malaysian soul. The results were compelling: Brice captured 1% of the total snacks category* in less than six months, achieved an 85% trial-to-purchase conversion rate, entered airlines, cinemas and regional markets, and helped strengthen ecoBrown's leadership in modern rice-based snacking.

Yet her deeper accomplishment may be the team she built. She restructured marketing into specialised, agile units, invested in training, analytics, digital fluency and cross-functional collaboration, and created a culture where young talent could perform with purpose. Her quality is not loudness, but foresight.

She proves that future-ready leadership is not chasing tomorrow.

It is planting wisely today, so others may harvest hope.

*EGG Digital Report based on Lotus's scanned sale





BEST IN FMCG

Teoh Wei Ling

Marketing Director, A. Clouet (Malaysia) Sdn. Bhd.



KEEPING HERITAGE ALIVE BY LETTING IT MOVE

Teoh Wei Ling's accomplishment lies in understanding a truth many heritage brands forget: trust is inherited, but relevance must be renewed.

With nearly two decades of marketing experience across local, regional and international markets, Wei Ling brings commercial discipline, creative courage and entrepreneurial instinct to her role leading Ayam Brand across Malaysia and Brunei. She has built strategies that balance short-term performance with long-term brand equity, while strengthening Ayam Brand as a trusted, future-ready heritage brand.

Her challenge was clear. Ayam Brand had more than 130 years of trust and deep pantry penetration, especially among older Malaysians. But the brand risked being relied on, rather than actively re-chosen, by younger consumers. Canned food was familiar, but not part of modern food culture where recipes, hacks and self-expression live on social feeds.

Wei Ling's answer was not to abandon heritage, but to remix it. Through Makan Lain Macam, Ayam Brand reframed canned food from "emergency food" to "creative food", turning the familiar red can into a canvas for flavour, identity and playful expression. Luqman Podolski was brought in not merely as an endorser, but as a cultural collaborator, signalling a braver way for a trusted brand to re-enter youth culture.

The campaign delivered both energy and evidence: 41 million views across TikTok and Meta, 51% from the 18–34 demographic, 9 million creator-content views, +50% in-store sales during activation periods, and +21% year-to-date revenue growth across core SKUs.

Beyond campaigns, Wei Ling has built a team culture of clarity, curiosity and accountability, investing in digital skills, analytics, brand strategy and co-creation with agency partners.

Her leadership shows that the future does not always require a brand to become someone else. Sometimes, it simply asks a brand to remember its soul, then speak in a new rhythm.





Special Mention- CMO of the Year
BEST IN MEDIA & MARKETING

BENJAMIN WOO

Head of Group Marketing
Astro



BEST IN MEDIA & MARKETING
Benjamin Woo
Head of Group Marketing, Astro.



MEDIA WARRIOR WHO REDEFINED TENACITY

Ben Woo's story is one of speed, instinct and hard-earned creative discipline. He is a media warrior because he understands that in today's attention economy, brands cannot simply appear on screens. They must earn their place in people's lives.

From his early days in events and activation to leadership roles at Maxis and Astro, Ben has built a reputation for bold integrated content, performance marketing and sharp brand positioning.

His challenge was formidable. Astro One had launched as a seamless subscription pack bringing together K-dramas, local dramas, YouTube creators and live TV, but growth had slowed. Awareness existed, but emotional relevance needed rebuilding, especially among mass Malay households, the cultural and commercial heart of Astro's subscriber base.

Raya became the battleground. Instead of producing another predictable festive tearjerker, Ben's team saw a sharper truth: Raya is not one story. It is many. Malaysian families experience it across moods, formats, generations and screens. That insight became Meriah Lain Macam, a genre-blending festive campaign that reflected modern Raya as it is truly lived.

With more than 30 celebrities, multiformat content, music videos, memes, dances, screenings, roadshows and Astro One booths, the campaign became a living entertainment ecosystem, not just an ad. It was built for how Malaysians scroll, watch, listen, share and celebrate.

The results were strong: 11.6 million impressions, 8.2 million reach, campaign mentions up 304.8%, unique authors up 1,876.1%, Malay brand consideration up 12%, and RM10.75 million in earned PR value. Astro One subscription growth rose 33% during Raya, exceeding its 20% target.

Ben's leadership is all about teamwork, data-led and candid. He breaks silos, treats agencies as true partners and believes no person is an island. His work reminds us that legacy brands can still roar when led with courage, culture and collective momentum.





BEST IN CONSUMER ELECTRONICS

Jayson Ong

Head of Brand Marketing, Sharp Electronics
Malaysia.



MAKING A LEGACY BRAND LIVE MIGHTY AGAIN

Jayson's achievement at Sharp Electronics Malaysia shows that a brand does not become modern by abandoning its past. It becomes modern when it gives its legacy a new human meaning. As Head of Brand Marketing, Jayson has been central to transforming Sharp from a functional electronics name into a more human-centred Japanese lifestyle brand.

With over a decade of marketing leadership, he has sharpened Sharp's positioning, strengthened retail storytelling, elevated partnerships with national athletes Pearly Tan and Thinaah Muralitharan, and rebuilt consumer engagement around trust, culture and everyday Malaysian living.

In 2024–2025, Sharp Malaysia reached its 40th anniversary. While the brand enjoyed strong equity for quality and durability, Jayson recognised a deeper challenge: younger Malaysians respected Sharp, but did not always feel emotionally connected to it. His answer was Live Mighty, not simply a campaign line, but a unifying promise rooted in courage, resilience and aspiration.

The strategy shifted Sharp from product-first communication to people-first storytelling.

Service initiatives such as the 7-Day Service Completion Assurance and extended warranty gave the promise real proof, while more than 1,000 stores were upgraded with visual storytelling and promoters were retrained to sell value, trust and lifestyle fit, not merely price.

The results reflected both feeling and performance: estimated revenue growth of 11–14%, market share gains of 1.5–2.5 points, margin mix improvement of 3–5%, retail conversion lift of 18–22%, and digital engagement growth of 30–35%.

Jayson's deeper quality is his belief that great marketing begins with great people. He restructured the team into a strategic growth engine, invested in training, encouraged humility and high performance, and built a culture where people do not just work on Sharp, they believe in it.

His leadership offers a hopeful lesson: sincerity can still win. When a brand lives its promise, loyalty follows.





ROLL OF HONOUR: WINNERS

2018 - 2022

ABDUL SANI ABDUL MURAD
 ANDREW GNANANATHAM
 ANDREW PINTO
 ANDREW YEOH
 ANGELINA VILLANUEVA
 AW KAI FOONG
 BEN FOO KIAN BENG
 BEN MAHMUD
 BEN RYNJAH
 BENJAMIN WOO LIK KANG
 CHAN MAY LING
 CHAYENNE TAN CHIA YEN
 CHEONG MAY YEEN
 CHOOI YEW VERN
 CHOW PHEE CHAT
 CHRISTINE HO
 DAPHNE LOURDES
 DATUK LAI SHU WEI
 DIANA WONG
 EDMUND LEE
 EMILY CHONG
 ERIC WONG
 EUGENE LEE
 EVE FONG
 FARHAN HAFETZ
 FERNIE JASMINE ABDUL GHANI
 GERARD YUEN
 GIGI LEE CHING YEE
 GOPAL PUTREUVU
 GRAHAM LIM
 HANI EZRA HUSSIN
 HASSAN ALSAGOFF
 IZLYN RAMLI
 IZRA IZZUDIN
 JEAN LER
 JENNY CHIN
 JESS HOW
 JOSEPH LIM

JOVINA TAN SIEW CHING
 KENNY WONG
 KONG EE LYNN
 KONG WAI SENG
 LAU WENG THIM
 LAU YIN MAY
 LEONG KUAN YEW
 LINDA HASSAN
 LUM CHONG HENG
 MAHMOOD ABDUL RAZAK
 MANPREET SINGH
 MARTIN VOON
 MELATI ADBUL HAI
 MOHAMED ADAM WEE
 ABDULLAH
 MOHAMMAD MUNZIR
 AMINUDDIN
 MOHARMUSTAQUEEM
 MOHAMMED
 MOHD SHAHRIZAL ABDUL
 RAHIM
 NADINE PAUL
 NG CHING YEE
 NICHOLAS NYEOW
 NIK TASHA NIK KAMARUDDIN
 NIZAM BIN SANI
 PETER POHLSCHMIDT
 RACHEL TAN
 RAFE DANIEL CHWEE
 RAYMOND SIVA
 RISHI PAHWA
 ROY SIEW
 SAKI GOH
 SAMMY CHAN
 SANTHARUBAN T. SUNDARAM
 SCHRENE GOH
 SHAZLINA MOHD SUFFIAN
 SHEENA FONG
 SHIRLEY NEW



SHIV SAHGAL
 SITI HAJAR RIZLAN
 STEPHANIE CAUNTER
 SUTAPA BHATTACHARYA
 TAI KAM LEONG
 TAMMY TOH
 TAN I-LIN
 THAM YEN LEE
 TIMOTHY JOHNSON
 VICTOR KAW
 ZAID HASMAN
 ZALMAN ZAINAL

2023

ABDUL SANI ABDUL MURAD
 AMY GAN
 ANDREW YEOH
 CHAN MAY LING
 DANNY HOH
 EMILY CHONG
 FERNIE JASMINE ABDUL GHANI
 GIGI LEE
 HASSAN ALSAGOFF
 LEE LIM MENG
 DATUK LAI SHU WEI
 LAU YIN MAY
 LINDA HASSAN
 MARK TAN
 MELATI ABDUL HAI
 NOREEN SABRINA MOHD NOOR
 SAKI GOH
 SHANTI JUSNITA JOHARI
 SHAZLINA SUFFIAN
 SITI HAJAR RIZLAN
 TIFFANY TANG
 ZALMAN AEFENDY ZAINAL
 ABIDIN

2024

ADELENE WONG
 ALEX GOH
 ANGELINE TUNG
 CHIN MEI LEE
 DIANA BOO
 ELAINE J CHEW
 FIONA LIAO
 HANIM MAZAM
 HOW YUAN YI
 HUEY YING LEONG
 NAVIN MANIAN
 NINA SHARIL KHAN
 NORSALVINA ALWEE
 QUEENIE GOH
 RAVI SHANKAR
 SALAWATI YUSOFF
 SHARON OH
 SHAYNE KOH
 SITI NATRAH AMIRAH

FEARLESS

Choosing sharp intent over vague messaging, outcomes over optics and integrity over convenience. FEARLESS is for leaders who would rather be respected than merely liked, who would rather be precise than popular and who understand that real growth comes from hard choices made early, not excuses made later.”

SPEAKERS & PANELISTS



Prof Harmandar Singh
Creative Provocateur



Jamshed Wadia
Founder Aldeate Solutions



VJ Anand
Founder & Chief Creative Officer @ Ballsy



Santharuban Thurai Sundaram
Former CEO of Etika Group of Companies, inaugural Malaysian CMO of the Year award winner



Adam Wee
Former Group CMO of Maybank and CIMB Group. Founder and CEO of tourism tech venture ExplorAR



Hando Sinisalu
Founder, Marketing Parrot, Estonia



Chris Jaques
Founding Partner & CEO, Transformation Group. Former CEO of APAC, Europe & U.S. @ Omnicom, WPP.



Mia Goh
PR Manager Ms. Bianca



Oliver Chon
Strategy Planning Executive Dentsu



Anson Goh
Regional Performance Marketing Lead, Mars Wrigley



Amira Mahathir
Creative Strategy ZUS Coffee



Linda Hassan
Former Group CMO of Domino's Pizza Malaysia & Singapore



Lisette Sheers
Founder & Creative Director NALA Designs



Rudy Khaw
Former CEO of AirAsia brand.co Founder of Lobby Hours

