

Malaysian
Marketing
Conference
2026

FEARLESS

21st May, 2026
KLGCC Convention Centre
(Formerly Sime Darby Convention Centre)

<https://marketingmagazine.com.my/cmo/conference/2026/>

INTRODUCTION

The Malaysian Marketing Conference 2026 is in its 15th year and is themed simply FEARLESS:

It is the refusal to play small, speak in sanitised slogans, or let consensus dilute every decision into something forgettable. 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.

15th Malaysian Marketing Conference

21 May 2026
Grand Ballroom
KLGCC Convention Centre
(Formerly Sime Darby Convention Centre)



FEARLESS





WHY ATTEND

Into its 15th year, the Malaysian Marketing Conference has become a landmark event for all serious marketing communications and media professionals. Apart from learning cutting-edge knowledge and listening to real-market experiences from the speakers and panelists, it is also a great opportunity to network with thinkers from the marketing, media, advertising, digital and content ecosystem.

WHO SHOULD ATTEND

Marketing, Brand and Product Managers
Advertising, Media and Digital Executives and Entrepreneurs
Media Players – Traditional and Digital
Business Development Managers
SMEs & SMLs



PROGRAMME

8.15am Registration & Welcome.

9.00am Welcome
by Organising Chairman
Prof Harmandar Singh.

9.10am: Opening Keynote:
Fearless Marketing in the AI Era
by **Jamshed Wadia - Founder,
Aldeate Solutions.**



Jamshed cuts through the AI noise and get brutally practical about what fearless marketing looks like now. He will explore how to use AI without losing brand truth, how to build trust while the data rules tighten, and how to turn speed and automation into real advantage....

- Lead with truth, not tools.
- Be fearless about data and trust.
- Build an AI ready brand system.
- Win with better decisions, not more content.
- AI adoption checklist for CMOs.

10.00am: Coffee Break

10.30am: Fearlessly Creative
**VJ Anand - Founder & Chief
Creative Officer @ Ballsy.**



In this high voltage session, VJ will take aim at "safe" creative and the beige work that passes for progress. He will unpack what fearless creative really demands in an AI-soaked world, with sharper truths, fewer committees and ideas with teeth...

- Stop feeding the algorithm. Start feeding the audience.

11.00am:



The NexGen Show presents the Fearless Four
The NexGen show, now into its second year, is a weekly podcast series dedicated to young stars in the industry who are below 30. In this invigorating panel discussion Malaysian CMO of the Year Linda Hassan talks to young and bright minds from the series who are creating new pathways to excellence in the industry...

- NexGen Ep 13: **Mia Goh Manager, Ms. Bianca.**
- NexGen Ep 22: **Ms Oliver Chong, Strategy Planning Executive, Dentsu**
- NexGen Ep 33: **Anson Goh Regional Performance Marketing Lead, Mars Wrigley.**
- NexGener Ep 37: **Amira Mahathir, Creative Strategy @ ZUS Coffee.**



Moderator: **Linda Hassan**
Former Group CMO of
Domino's Pizza Malaysia &
Singapore.



11.45am:

PITCH POWER

These revealing sessions will bring you up to speed with all the action that is brewing with some of the leading innovators in the media marketing space.

PROGRAMME



The Modern Science in OOH

By Paul Low - Managing Director, billups Malaysia.

Paul is a veteran media and out-of-home specialist with extensive experience across Malaysia's advertising and communications industry. Known for his strong grounding in OOH media strategy and industry relationships, he has played a key role in helping brands and agencies navigate the evolution of outdoor advertising. At Billups Malaysia, Paul is driving the company's vision of smarter, data-led OOH solutions powered by technology, audience analytics, and measurable performance. He believes Malaysia's outdoor advertising sector is entering a new growth phase where accountability and innovation will define the future of the medium.



Understanding the Connected Malaysian Consumer Through the Lens of Incrementality.

By Derek Tan - General Manager, Moving Walls Southeast Asia.

Moving Walls is a global leader in digital Out-of-Home advertising across Southeast Asia. Derek has driven digital transformation and commercial growth across leading brands, including roles at Carsome and YTL's YES. Previously, Derek was CEO of Invictus Blue and a Senior Partner at IPG Mediabrands APAC. He was also a founding partner of Entropia, which became Southeast Asia's largest independent agency and was later acquired by Accenture.

1.00pm:

LUNCH & NETWORKING

1.30pm:



Selected Screening of Best Raya & CNY TVCs 2026

2.00pm:

SPOTLIGHT SESSIONS – (3 slides each)

These popular 15-mins Q&A sessions are where random questions will be posed in a rapid-fire format to individual speakers, who will be bathed in one powerful spotlight against the darkness of the hall. Delegates are advised to keep their note pads ready, as this banter is both fleeting and fascinating. We'll talk about "war stories", career crashes, rants and about what they tried, what broke, what it cost, what moved, and more...

SPOTLIGHT SPEAKER 1:

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



SPOTLIGHT SPEAKER 2:

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



SPOTLIGHT SPEAKER 3:

• **Lisette Scheers**
Founder & Creative Director NALA Designs.



SPOTLIGHT SPEAKER 4:

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



PROGRAMME



B2B Marketing - Where Fearless Marketers Win

By Hando Sinisalu – Founder, Marketing Parrot, Estonia.

Hando is Mr Case Study. He is here to tell you B2B does not have to be boring. Hando will show where fearless B2B marketers really win, by turning complex offers into sharp stories, building trust that shortens sales cycles and making marketing pull its weight in pipeline...

- If you sound “professional”, you sound like everyone.
- Stop selling features. Sell the risk you remove.
- Your brand is your sales force before the sales force.
- Thought leadership is not posting. It is taking a side.
- Measure what finance respects.

3.40pm:

Coffee Break

4.10pm:



Building Fearless Teams

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

Chris has always played the role of contrarian. In this riveting closing, he will talk about Team Dynamics, agency management, crisis playbooks and team operating models...

- If your team is “nice” but scared, it is not a team. It is a support group.
- Kill the meeting theatre.
- Reward truth tellers, not peace keepers.
- Make accountability visible.
- Protect makers from managers.

5.00pm:

Close & Thank You.

AGENT PROVOCATEUR



Prof Harmandar Singh
Creative Provocateur

After joining McCann Erickson Malaysia as a copywriter in 1980, he was promoted to Associate Creative Director by 1983. From there, he moved into senior creative roles outside Malaysia, including McCann Philippines (1983) and McCann London (1986). He later returned to Malaysia and served as Creative Director for Universal Communications (a McCann offshoot) and then Idris Associates, described as Malaysia's largest local communications agency. Harmandar Singh, known as Ham, is an advertising creative director gone rogue. He has created over 400 TV commercials and picked up scores of awards to his name early in his career.

Terengganu-born and proud about it Ham has served as a creative leader in top ad agencies in Kuala Lumpur (since 1980), weekend stints in Singapore (1982), in Manila (1983), London (1986), and stints in New York (1988), Tokyo (1989). He is the Malaysia Country Rep for the Cannes Lions Global Festival for Creativity, Spikes Asia and Dubai Lynx.

For 11 years, Ham was a weekly columnist with The Star and New Sunday Times writing about media, marketing and advertising. He still writes about 15,000 words a week, and is Google-certified. He has his own magazine called MARKETING Weekender that tickles over 30,000 readers every weekend. It is free to sign-up.

Ham was the first to start an independent ad industry magazine in the region called ADO! 30 years ago but has since folded the publishing business in Singapore (2004 - 2011) citing boredom, and in Jakarta (2008-2016) which he later gave away to his staff.

In 2009, in a fit of psychotropic exuberance, Ham created and hosted the Youth Engagement Summit (YES), inspired by Obama's victory on the theme of Change. Featuring Donald Trump (via satellite), Twitter Founder Biz Stone, Facebook's Randi Zuckerberg, Bob Geldof, etc.

Ham founded and still runs industry events like the Malaysian Media Conference, Malaysian Marketing Conference & CMO Awards, Dragons, APPIES, etc. He also authors the Ham Report on award-winning Agency and Campaign rankings based on 6 top shows in Malaysia. In 2021, Ham wrote Rainmaker, a paperback on his experiences, and two year later, acclaimed TVC director Paul Loosley penned a book on Ham's early biography.

Ham had his own ad school once and collaborated on authoring a Bachelor's degree programme on Social Comms for UPSI. He is now serving time as Adjunct Professor for Communications at Taylor's University.

Ham has led media missions for MERCY Malaysia to Nepal and Syrian refugee camps in the Beqaa Valley.

He wears many hats, but only one turban.

OPENING KEYNOTE



Jamshed Wadia
Founder, Aldeate Solutions.

With more than three decades of experience, Jamshed Wadia has built a career around reinvention, leading change, and helping organisations navigate disruption across marketing, sales, digital transformation, data driven strategy, and audience engagement.

As founder of Aldeate Solutions, he partners with brands and agencies on marketing transformation, executive branding, AI enabled strategy, and AI governance.

Jamshed mentors startups through TASMU (Qatar), Eduspaze (Singapore) and HP Garage 2.0, advising on product development, user experience, positioning, and global scale up.

He also serves as an Independent Advisor to Mavic.ai on AI ethics, governance, product market fit, and growth.

Previously, he built Marketing Centres of Excellence at Intel and led Edelman's Asia digital practice, owning the P&L, shaping digital solutions, and integrating AI into workflows and strategy.

He frequently guest lectures at universities and speaks at industry forums on marketing transformation, leadership, and the evolving role of AI in business.

On stage, he cuts through the AI noise and get brutally practical about what fearless marketing looks like now. He will explore how to use AI without losing brand truth, how to build trust while the data rules tighten, and how to turn speed and automation into real advantage...



FEARLESS CREATIVE



VJ Anand
Founder & Chief Experiment Officer, Ballsy

From building agencies to making stu go viral, VJ Anand is your guy. This Taiping-born lad is one of Malaysia's finest creative exports and has now returned to the region.

Former Senior Vice President of Creative of Gojek , Indonesia's first decacorn tech giant, and then the Regional Head of Creative and Managing Partner of VaynerMedia APAC , VJ is your go-to guy if you want your brand to be the talk of the town.

At Gojek, VJ helped grow an internal creative team from 10 people to a 120-strong team. He headed up the creative, social, in-app content, and activation for the Indonesian decacorn. He helped rebrand them in his last months at Gojek and created an iconic branding sounds for the Indonesian giant.

His last piece of work which was a music video with Rich Brian for Gojek went viral, leading to a hire by Gary Vaynerchuk to help build VaynerMedia APAC. VJ came into an agency of four people and helped grow it to an agency of 221. Here, VJ has run numerous global and regional campaigns for Google, Disney+, Subway, SK-II and global work conceptualising and shooting a music video with John Legend for the SK-II brand.

In his two-year stint in Europe and a global role, VJ recently launched a massive Olympics campaign for Visa across 6 different countries in a mini docu-series on social and also worked with Charli XCX for a Revolut campaign with Wired Magazine. VJ has launched 'ballsy', an independent brand consultancy based in Singapore last year which now has extended to London.

At this Conference, he will take aim at "safe" creative and the beige work that passes for progress. He will unpack what fearless creative really demands in an AI-soaked world, with sharper truths, fewer committees and ideas with teeth...

FEARLESS PANELISTS



Mia Goh
Manager, Ms. Bianca.

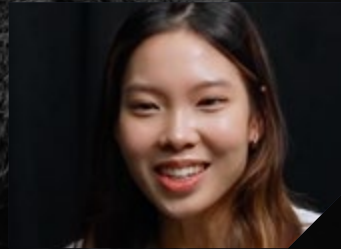
Long before Mia Goh was writing brand manifestos and campaign scripts, she imagined a future as an artist. That early passion led her into a specialized high school, where students already building brands, pitching ideas and defending their work in front of panels.

"I thought I would become a graphic designer," she recalls. "Then I met a university counsellor who changed my mind. He said it's not easy. It's not always about getting to create the art you want to create."

That realisation pushed Mia to explore the wider communications world through media studies, advertising and design - until she discovered copywriting.

Even though writing is described as a solitary craft, Mia sees it as a form of connection. "I'm actually very introverted, but becoming a writer has changed my perspective on everything," she confesses.

"It's not so much about selling what the brand has to offer, but selling what the person needs from the brand, and convincing the client that this is how we should talk to them."



Oliver Chong
Strategy Planning Executive, Dentsu

Ms Oliver is a strategic planner whose approach to strategy reflects the modern advertising landscape where creativity, data, and human insight overlap.

"It's no longer just about media or creative strategy," she explains. "My boss coins our role as 'converged strategists' because what we really do is assess both our media and creative toolkits to provide the most well-rounded solutions."

At the heart of her work is the delicate balance between human understanding and analytical rigor. She stresses the importance of understanding motivations and values beyond trends - particularly with Gen Z audiences.

"When brands think of Gen Z marketing, they often think of TikTok trends and slang," she explains. "But we should be looking deeper to discover the why, then you can fit the why to the role that your brand can play."

With most of her role dedicated to new business pitches, she reveals how these high-adrenaline moments push strategists to think boldly and bring fresh energy back into everyday work.

"As a strategist, you get to have a say in how the campaign is going to roll out," she shares. "I'm always inspired to create something that we've never seen in the market."

FEARLESS PANELISTS



Anson Goh

Regional Performance Marketing Lead, Mars Wrigley.

When Anson Goh finally took a seat on The NexGen Show, it felt less like the arrival of a rising talent and more like the confirmation of something the industry already knew: this is a marketer who has moved faster, further and with more intent than most of his generation.

From his humble beginnings as a digital marketing executive to a regional performance marketing lead for a global FMCG brand, this rising star's journey began with curiosity rather than certainty.

"I didn't know what I wanted to do at first," he admits. "I ended up going with a generalised role like digital marketing executive in order to build my foundation."

Six years later, Anson oversees campaigns that span Southeast Asia and North Asia, but remains one of the youngest professionals in every room he enters.

He often finds himself advising teams far older and more experienced than he is - a dynamic that, in Asian markets, can be particularly sensitive.



Derek Tan

General Manager, Moving Walls Southeast Asia.

Previously, Derek was CEO of Invictus Blue and a Senior Partner at IPG Mediabrands APAC. He was also a founding partner of Entropia, which became Southeast Asia's largest independent agency and was later acquired by Accenture.



Amira Mahathir

Creative Strategy @ ZUS Coffee.

Born in Croatia and raised across multiple continents, Amira's journey into the Malaysian advertising industry was anything but linear.

The daughter of a diplomat, her childhood was shaped by constant movement - from Canada to Switzerland, back to Malaysia, then on to Tokyo - giving her a global perspective long before she entered the workforce.

Despite this international upbringing, advertising was never part of the plan.

Until now.



Derek Tan

Managing Director, Billups Malaysia.

Paul is a veteran media and out-of-home specialist with extensive experience across Malaysia's advertising and communications industry. Known for his strong grounding in OOH media strategy and industry relationships, he has played a key role in helping brands and agencies navigate the evolution of outdoor advertising.

At Billups Malaysia, Paul is driving the company's vision of smarter, data-led OOH solutions powered by technology, audience analytics, and measurable performance. He believes Malaysia's outdoor advertising sector is entering a new growth phase where accountability and innovation will define the future of the medium.

DISTINGUISHED MODERATOR



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

Linda's passion for radical innovation and creative digital transformation has been key to her strategic leadership for Domino's Malaysia, Singapore and Cambodia.

Coupled with over 25 years of experience in the international QSR industry, her vast expertise entails brand communication, Marcomm tech, digital innovation, e-commerce, CRM, product innovation and customer-centricity.

Linda has established herself in the Food and Beverage industry as a multi-faceted driving force towards innovation, armed with a comprehensive understanding of tomorrow's groundbreaking technologies, ever-evolving trends, and consumer needs.

By placing the utmost importance on brand communication, creativity, and willingness to explore new opportunities presented by emerging technology and digital information, Linda's clear vision and strategy continues to strengthen Domino's brand presence in Malaysia, Singapore and Cambodia. Linda formed a strong foundation for the brand in Malaysia and was instrumental in establishing the brand in Singapore.

At Domino's, she leads a team of over 25 across various fields of creative and digital expertise in all three markets. Her love and dedication to the brand is reflected in her creative strategies coupled with effective business solutions.

Linda Hassan is a celebrated Malaysian CMO of the Year and at this Conference she talks to young and bright minds from the NexGen podcast series about creating pathways to excellence in the industry...

SPOTLIGHT SPEAKER



Santharuban Thurai Sundaram
Former CEO Etika Group of Companies
(Malaysia, Singapore, Brunei & Exports)

Santharuban Thurai Sundaram—widely known as Ruban—is a transformative business leader at the intersection of FMCG and content, shaping how brands grow and connect with culture across ASEAN. As CEO of Etika Group of Companies for Malaysia, Singapore, Brunei, and Exports, he has steered the organisation towards category growth, brand innovation, and regional market leadership.

Ruban has been instrumental in building powerhouse brands such as WONDA, Goodday, Calpis, and Mountain Dew, while pioneering content-driven marketing models that blur the lines between brand and culture. His initiatives include Calpis Soda One in a Million, a live reality show, and Abah Saya Uncle Mike, Malaysia's first branded feature film - both groundbreaking examples of how consumer brands can transcend traditional advertising to become part of the cultural fabric.

Celebrated as one of Malaysia's most dynamic leaders in marketing and business, Ruban's accolades include Malaysian CMO of the Year (2018), Marketer of the Year at the AMEA Awards, Advertiser of the Year at the MSA Awards, and a Gold Effie.

From April 2025, his mandate expanded to lead Etika's global Halal Export business, advancing Malaysian brands onto the world stage and reinforcing ASEAN's position in the global Halal economy.

SPOTLIGHT SPEAKERS



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

Adam is an experienced marketing and business leader with a demonstrated history of working in innovation, marketing and ad tech deployment.

Experienced working in multi sectors including the financial services industry, automotive, broadcast, telco, other retail sectors and coverage of the Asia region.

Adam is skilled in Marketing Strategy, Market Development, Marketing and Brand Management, Customer Experience Management, Advertising, Integrated Marketing and Sales.

He is active in contributing towards thought leadership with many published articles and opinion pieces as well as an active speaker on the topic of marketing and customer experience across the region.

Adam is a former Executive Committee member of WFA (World Federation of Advertisers) and WFA Asia Advisory Board. Also former Council member of the MAA (Malaysia Advertisers Association) and WFA Asia Marketing Leaders Program Faculty and Speaker.

At this Conference, he will share his "war stories" of setting up tourism tech venture ExplorAR.



Lisette Scheers
Founder & Creative Director NALA Designs.

Lisette Scheers is the founder and Creative Director of Nala Designs, a Kuala Lumpur based design and lifestyle brand known for pattern work inspired by the region's cultural heritage.

Born in Singapore and raised in Malaysia, Scheers draws on a cross cultural upbringing to translate local symbols and stories into contemporary design across fashion, home and related collaborations.

Alongside Nala, she has also led a creative and advertising practice, L.Inc (formerly La Scheers Co.), delivering brand identity, design and communications work for clients in hospitality and retail.

Her career spans entrepreneurship, visual storytelling, and brand building, with Nala evolving from its early stationery roots into a broader creative universe.

She is a frequent media and forum guest on design, retail experience, and how culture can be a competitive edge in branding.

Lisette speaks with practical clarity about turning heritage into modern relevance, building brands that feel human, and creating work that is both distinctive and commercially strong.

SPOTLIGHT SPEAKER



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

Rudy was the CEO of AirAsia brand co. – a brand management company under the Capital A group that focuses on building brands and culture for ASEAN through brand development, management, licensing, creation as well as IP development.

A strong believer in pop-culture and how it influences the past, present and future, Rudy has led and grown the AirAsia brand from an ASEAN airline to a globally recognised one that has been named World's Best Low-Cost Airline by Skytrax 16 years in a row.

He has also spearheaded numerous award-winning brand campaigns – including initiatives with Taylor Swift, David Foster, Roberto Carlos, Park Ji-Sung, MotoGP, UFC, (RED) and 88rising - to provide AirAsia wider visibility across the globe, championing the brand's spirit of inspiring youth to Dare to Dream.

Rudy recently launched a new brand-led creative practice called Lobby Hours.

In a metrics-obsessed industry, Rudy is unapologetic about defending taste.

"In an era dominated by performance metrics and trend-chasing... that's the problem," he says. "Everyone's chasing the same trends, the same performance metrics."

"And my concern with AI is whether it ends up creating more clutter for consumption due to everyone 'creating' but I do think on the flipside, where it provides creatives even more opportunities to be better and push the boundaries."

FEARLESS B2B SPEAKER



Hando Sinisalu
Founder, Marketing Parrot, Estonia.

Hando is Founder and CEO of Marketing Parrot, previously known as Best Marketing International, and is the co-founder of Best Marketing, the leading Estonian marketing news and events organization (part of Äripäev/Bonnier Business Media).

He has produced over 200 marketing conferences in 24 countries, from South Africa to South Korea and from Indonesia to Spain.

He also hosts the morning show at Äripäeva Raadio, Estonia's leading business radio station.

Hando has served as the official representative of the Cannes Lions Festival in Estonia and assisted the American Marketing Association in establishing Effie Awards programs in Croatia, China, and Ukraine.

In 2023, he published the first book dedicated to B2B marketing in Estonia, "The Short Wisdom of B2B Marketing." In June 2014, he co-authored "The Best of Global Digital Marketing: The Storybook" with Mike Berry, Ann-Kristin Kruuk, and Maarja Paabut (Laasu).

Hando has received the Lifetime Achievement Award from the Estonian Marketing Association for contributions to the development of the Estonian marketing industry.

At this Conference, Hando will tell you B2B does not have to be boring. Hando will show where fearless B2B marketers really win, by turning complex offers into sharp stories, building trust that shortens sales cycles and making marketing pull its weight in pipeline...

CLOSING KEYNOTE SPEAKER



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

Chris is Head of Team Science at 'Make Great Teams' – Asia's leading specialists in the science of teams, teamwork and team performance.

Chris applies the learning from Team Science to help companies transform their business performance, workforce engagement, corporate transformation and innovation.

He has spent his entire career building and leading thousands of high-performance teams across five continents.

Prior to founding 'Make Great Teams' he was Regional Chairman & CEO of North America, Europe and Asia Pacific for some of the world's leading communications groups, including BBDO, Young & Rubicam Group and M&C Saatchi.

Chris has always played the role of contrarian. In this riveting closing keynote, he will talk about Team Dynamics, agency management, crisis playbooks and team operating models...

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**Registration & Payment for
Non HRD Corp Employer**

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

**Registration & Payment for
HRD Corp Employer**

- HRD Corp Employer is to apply HRDC training grant through e-Tris portal under HRDC Claimable Courses (SBL Khas).
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.