

15 NOVEMBER 2019

8.30AM TO 6.00PM

THE GRAND BALLROOM
SIME DARBY CONVENTION CENTRE,
JALAN BUKIT KIARA 1
BUKIT KIARA
60000 KUALA LUMPUR.



GET ON BOARD

MARKETINGCENTRAL

Malaysian
CMO Conference &
Awards 2019



NOVEMBER 15
IS A GREAT DAY
FOR MARKETING
COMMUNICATIONS AND
MEDIA PLAYERS
IN MALAYSIA
AS WE ARE HOSTING THE
CMO CONFERENCE & CMO
AWARDS IN ONE DAY.

CONFERENCE



15 NOVEMBER 2019

8.30AM TO 6.00PM

AWARDS



15 NOVEMBER 2019

6.30PM TO 10.30PM

Malaysian CMO Conference 2019 GET ON BOARD

The Malaysian CMO Conference 2019 is themed Marketing Central. Marketing is at an interesting intersection now. With major cross winds in the global trade environment, every brand is affected with more uncertainty than ever before. We explore how brands are winning with big data and marketing automation. We study what brand resilience is all about. We question what works and what doesn't. In a world of 'fake everything', the quest and need for authenticity has never been more challenging. Journey with our speakers and learn from our inspiring panel discussions as you centralise your focus on innovative pathways to marketing success.

WHY ATTEND

Into its sixth year, the Malaysian CMO 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.

Malaysian CMO Awards 2019 MALAYSIA'S BEST MARKETERS!

Brave and brilliant marketers deserve fame too.

The Malaysian CMO Awards are here to reward the best in the business of marketing. This award is to identify talent, transparency, tenacity and a take charge attitude.

An eminent panel of industry leaders will decide on the winners: all criteria based on results.

Entry is FREE across 30 categories.

WHO SHOULD ATTEND

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

MEET THE SPEAKERS/ PANELISTS



TIM JOHNSON
SVP OF MARKETING
PRODUCT & PARTNERSHIPS
INTI INTERNATIONAL UNIVERSITY & COLLEGES

A seasoned marketer with over 20+ years experience in Sales & Marketing spanning FMCG, Financial Services and now Education, Johnson has worked with top brands at Nestle, Citibank and Standard Chartered and now Vice President Marketing at Inti International University and College. In his current role, Johnson is responsible for all marketing related activities including consumer insights, marketing communication and advertising, SEO, SEM, Social, pricing management, experiential marketing, strategic partnerships & alliances and website maintenance for all 5 INTI International Colleges and 1 INTI University. Public Relation (PR) activities encompassing all Colleges and University and to drive Internal Communication for Staff, whilst Managing Alumni relationships. Equal to his passion for all things sales and marketing is his passion for Liverpool Football Club.

VJ ANAND
SENIOR VICE PRESIDENT OF CREATIVE / EXECUTIVE CREATIVE DIRECTOR OF GO-JEK

He found the winning formula of using creativity to hack growth, achieve business results & capturing consumers' hearts. A digital native with traditional agency experience. A change agent. A growth hacker who has revitalised creative departments and turned them around in new business and creative reputation. He has picked up a number of awards (Cannes, NY Fest, London International Awards) but his biggest achievement is winning the hearts of consumers with his work. Proud to have inspired many of my creative teams, who are now creative heads in other agencies. Right now he is the SVP of Creative at Indonesia's first and largest unicorn startup, GO-JEK. Working alongside marketing and running an experimental creative department within the tech company which encompasses Creative, Social, Digital, Production, Activation and In-App Content disciplines. They are obsessed with using creativity to create social impact.



CHAI HUI FUNG
MARKETING DIRECTOR
NANDO'S CHICKENLAND MALAYSIA

Chai Hui Fung joined Nando's Chickenland Malaysia as a marketing director in February 2011 to oversee the marketing functions in both the Malaysia and Singapore markets. As its Regional Marketing Director, she has been the long-standing driving force behind its fun and memorable commercials. From Nando's hash-tags/memes, to getting other brands and competitors to copy, many now expect all that for the Peri-Peri champ. In fact, the daring-do of this grilled chicken franchise isn't a flash-in-the-pan as Hui Fung expects nothing less. Even with digital transformation now taking place in the marketing and advertising industries, Hui Fung firmly believes content is king. She brings more than 20 years of marketing experience in the retailing, consumer products and service industry. Her key role is to provide leadership to the marketing department to build the brand; grow company revenue through marketing interventions; and provide strategic input into Nando's overall business development. Before Nando's, she was with Digi Telecommunications, and Mattel Continental Asia, which is a leading toys company.



LINDA HASSAN
SENIOR VICE PRESIDENT OF MARKETING, DOMINO'S PIZZA MALAYSIA & SINGAPORE

She has been with the brand since 2010, having started as a senior marketing manager. She quickly rose up the ranks to become deputy general manager before rising to handle the Singapore market as well on top of her Malaysia remit. Currently, she carries the marketing leadership role for Domino's Pizza in Malaysia and Singapore, having created and led teams of seven key sections. This includes creative and design, brand and communications, public relations and event, analytics, digital, sales, new product development, to name a few. Linda is a firm believer in inculcating and instilling analytical thinking in marketing, having always placed emphasis on data driven decision-making to strategise the business. In both markets, she has helped propagate new media initiatives such as digital and social for business growth and has since led multiple digital initiatives through multiple digital enhancement programs that drive traffic, conversions and retention.



MEET THE SPEAKERS/ PANELISTS



HASNAIN BABRAWALA

APAC HEAD OF MARKETING - OFFLINE CHANNELS, FOOD PANDA

Hasnain, as a media investment professional, has donned the role of a trusted advisor and strategist for C-Suite leaders advising them on the allocation and monetization of the advertiser's multimedia budget for major media agency groups with his last stint being in Dentsu Malaysia. Currently, he is the regional APAC marketing head for foodpanda based in Singapore where he mainly managing their offline activities and creating analytics and measurement frameworks to track their marketing budgets. His expertise includes insights based, strategic investments and measurement across media channels including programmatic, technology and content with media partners and advertisers.

SRIKANTH RAMACHANDRAN
GROUP CEO, MOVING WALLS

Ramachandran holds an engineering degree from India and an MBA from NTU Singapore. His entrepreneurial journey started in 2000 with Knowledge Dynamics, where Ramachandran architected industry vertical analytical solutions (iDecisions) that was later acquired by an NYSE listed company. Srikanth Ramachandran brings a wealth of experience in the digital industry. Having established and grown IBM Singapore's e-business team, today Srikanth spearheads Moving Walls – a startup with a vision to tackle Digital's Final Frontier. Moving Walls provide organisations with technology-based solutions that blend the physical (real) and digital (virtual) world together to create a magical consumer experience – experiences that move the hearts and minds of consumers. Srikanth is currently involved in multiple companies in various fields such as telecommunication, media and technology space. He has lived and worked in India, the Middle East, Singapore, Japan and Malaysia.



BERNARD LEE
HEAD, MARKETING SERVICES
DIGI TELECOMMUNICATIONS

As a one time budding TV host, this part-time singer wannabe is now the full-time chief storyteller as the head of marketing services at Digi where he oversees integrated brand and marketing communications. Having started his career in advertising, he has worked on some of the most iconic brands across the region in Singapore, Indonesia & Malaysia. He is known to be a passionate marketer who is at ease with complex brand strategies as well as implementing agile cross-platform marketing campaigns. This seasoned marketer is also a serial winner at international creative and marketing effectiveness award shows.



PROF. DR. KARLING LEE
INTI INTERNATIONAL UNIVERSITY

Dr. Karling obtained her PhD from USM in early 2008. Her area of specialization is in Human Resource Management (HRM) with an emphasis on human resource development and learning. Her interest is also in industrial psychology and human behaviors at work. She has been involved in continuous research in linking personalities with job function and performance and hopes to present a research paper late this year and another paper next year. She also specializes in DOE (design of experiment) for the HRM function, specifically for HCD (Human Capital Development). Dr. Karling has many years of working experience in both the manufacturing and service industries with more years in the service industry as Head of Department. She has been involved in corporate training for more than 20 years. Dr. Lee has published a number of papers on Cross Generation Management and another on Cross Generation Engagement. These papers have been invited to be published in 3 different international Journals. Dr. Lee is also a visiting Professor at various Public Universities in the Philippines and Vietnam. She has been invited to publish a book on Cross Generation Talent Management, and is currently working on the book for publication in 2016. She is currently working on Gen Z researches as well as on WeChat business.



MEET THE SPEAKERS/PANELISTS

LIM IMUN
GM, MARKETING MUNCHWORLD



She is an experienced General Manager Marketing with a demonstrated history of working in the consumer goods industry. Skilled in Marketing Management, Integrated Marketing, Brand Architecture, Management, Commercial Management and Product Innovation. In her role, Lim covers the development and management of Munchy's portfolio of brands for both Malaysia, Singapore and the export markets. She also oversees the marketing for Malaysia and Singapore. Lim says a great relationship with her agency partners is needed. Currently, Munchy's currently works with agencies such as Universal McCann, Ensemble and Naga Tribal DBB. Lim, as such, is an ardent believer that the client-agency relationship needs to be more than just a business relationship. On the marketing and digitisation front, one area the company is keen on exploring is integrating chatbots into the business. This, it hopes, will help improve the speed of response rates to consumers, and in turn boost customer satisfaction. Lim added that chatbots definitely come in handy in engaging customers in an interesting or creative way.

STAN CHEW
HEAD OF SALES APAC, KNOREX

He is constantly looking for ways to deliver on true Precision Performance Marketing. This has led him to focus on building team capabilities, defining clear success metrics for clients and constantly refining existing frameworks and strategic approaches. An environment that encourages innovation and incubate fresh approaches to deliver on a single promise of driving precision and performance keeps him excited about what I do. He is currently regional head of sales for Knorex, a company that advertising technology company, who is in a stage of accelerated growth across multiple markets. He draws from his prior experience as an entrepreneur, media strategist and agency lead for the past 14 years. The love for disruption and progress has kept him on his toes and constantly in search for ways to bridge the gap between marketing and business results. But he has also learnt that what's best is much more important than what's new.



LOH KAI ZHI
HEAD OF MARKETING TIKTOK MALAYSIA



She is a specialist in Content & Partnership Marketing with over ten years' experience in the media and entertainment industry combined with innately strong presentation, negotiation and public relations skills. She conducts market research and analysis; explore business development opportunities with optimised collaboration plans. Research local market trends and user demands; provide operation strategies and connect with the stakeholders between regions/ departments. Her job scope also involves the creation and execution of branding and marketing plans to support overall product development. Complete content generation/growth opportunity reports for different target marketing countries; develop execution proposal in purpose of continuous user growth, and leverage marketing automation tools to improve performances, including new users acquisition, total active users, and market share, etc. She also establishes and promote deep collaboration with local MNCs, key industry players and digital channels to breakthrough brand awareness and shape monetisation model.

MEGAN YULGA
SENIOR REGIONAL MANAGER - BRAND & CAMPAIGNS AT CIRCLELIFE

She has led brand and campaign strategy throughout Circles.Life expansion efforts. The regions include Singapore, Taiwan, Indonesia, Australia. The bulk of her work involved masterminding Circles.Life brand messaging and executing communications that drove the company goals, including campaigns, email marketing, and promotions. She also oversees & creates content for website, mobile app, notifications, OOH, etc. She works closely with external agencies and internal designers as well. Heavily involved in international expansion plans and executing campaigns to launch in new markets and manage the brand alignment is also part of her purview. Currently based in Singapore, she is in-charge of designing the overall branding and marketing campaigns for an innovative new MVNO digital telco in Singapore.

SPECIAL GUEST SPEAKER



MORNING SESSION



08.15am: REGISTRATION & COFFEE



0.900am: WELCOME BY ORGANISING CHAIRMAN
PROF. HARMANDAR SINGH



9.05am: Master of Ceremonies:
TIM JOHNSON
SVP of Marketing, Product & Partnerships
INTI International University & Colleges



9.10am: OPENING KEYNOTE:
10 CRAZY THINGS I'VE DONE AT GOJEK
VJ ANAND - SENIOR VP OF CREATIVE & EXECUTIVE CREATIVE DIRECTOR, GOJEK
VJ grew Gojek's internal creative team to over 100 people in two years. His team handles creative communications for more than 20 products and content that attract up to four million views per day. He helped Gojek attain cult brand status by humanizing data into breakthrough marketing ideas. VJ was a key driver in rebranding Gojek from a Jakarta-based ride-hailing service to Southeast Asia's leading Super App. Discover his secret to building cult brands with a dose of crazy



9.50am: **FOCUS: FAST-FOOD MARKETING**
Trends and changes come fast and furious in the quick service world, and it looks like they will not slow down in 2020. From increased menu diversification to delivery expansion, contrasted with potentially slowed growth in terms of unit numbers, the year promises new opportunities, through streamlining operations to keep companies in the black. The key to this equation is balance. With our esteemed panel, find out what makes the QSR world tick as we delve deeper into the nuances of this complex marketplace. We will cover topics including consumer trends, technology, customer experience and what the crystal ball has in store for the industry as a whole.



Chai Hui Fung Regional Marketing Director, Nando's Chickenland Malaysia
Linda Hassan Senior Vice President of Marketing, Domino's Pizza Malaysia & Singapore
Moderators: Hasnain Babrawala APAC Head of Marketing - Offline Channels, Food Panda



10.30am: **NAVIGATING THE ALPHABET SOUP - 5G, PG, RTB, DOOH, LI USING HOLLYWOOD MOVIES.**
SRIKANTH RAMACHANDRAN - GROUP CEO, MOVING WALLS
Movies inspire us to dream big. They make bold predictions about the future all the time. Many of these predictions are around the blurring line between the online and offline world - smartwatches, space navigation, targeted advertising, robot vacuums, and virtual assistants may have all been dismissed initially. But look at how we live today. Srikanth explores marketing and technology predictions made on the big screen and how they're implemented across industries.



11.00am: COFFEE BREAK



11.30am: **FOCUS: TELCO MARKETING**
There is always a new path towards telco customer engagement. The long-promised concept of omnichannel, in which various distribution channels are truly integrated, is finally becoming a reality now that mobile and web are seamlessly connected, and automation and personalization are possible with advanced analytics. These factors present a chance to take customer engagement to a new level, accelerating the whole organization. To succeed in digital customer engagement, the agile processes and mind-set must be complemented by a strong technical foundation that will increase execution power and channel reach, as well as enable new use cases. Even with the three pillars of buy-in and talent, agile ways, and flexible technology in place, a next-generation digital marketing transformation will undoubtedly encounter obstacles. Listen to our power panel as they dissect, analyze and provide recommendations on the way forward in this arena.



Tai Kam Leong Head of Branding and Partnerships, Maxis
Lai Shu Wei VP, unifi Marketing & Communications, TM Berhad
Bernard Lee Head of Marketing Services, Digi.Com
Fernie Jasmine Abdul Ghani Head of Group Marketing & Brand, Axiata
Moderators: Prashant Kumar



12.20pm: **GEN Z BUYING BEHAVIOUR: IMPLICATIONS TO MARKETERS**
PROF. DR. KARLING LEE, INTI INTERNATIONAL UNIVERSITY
She wowed the audience last year so we have brought her back this year. Dr Karling is a firebrand speaker and has done deep dive research into the buying behavioral patterns of the Gen Z market. She will share stuff you'll be surprised to learn about: Gen Z likes, dislikes, and dreams. Come and listen to her brutal honesty, it is a wake up call to all marketing professionals!

1.00pm: LUNCH

AFTERNOON SESSION



2.00pm:

FOCUS: FMCG MARKETING

The FMCG is a notoriously fickle industry, and understanding future market trends is essential for market players to make critical, near-future decisions when it comes to new market penetration, market expansion and product development. Only when upcoming markets are appreciated can revenue-focused strategies be developed. E-commerce will continue to grow in this regard, and consumers will want premium product convenience as well. A greater focus on healthier products is also on the cards, with greater disposable incomes and millennials becoming big FMCG influencers. Sustainability is also becoming a prominent FMCG trend and population density will be a factor in this regard as well. Learn more about this multifaceted industry via the experiential learnings of our esteemed panelists as they share their insights and advice in this space.

Phee Chat Chow Regional Head - Communication, Marketing Services & Innovation Nestlé Malaysia

Evelyn Low Head of Trade & Shopper Marketing, Etika Sdn Bhd

Siti Suhaila Abdu Hamid Category Head of Foods, Unilever Malaysia

Lim Imun GM, Marketing MunchWorld

Graham Lim Director, Marketing (Malaysia), F&N Beverages Marketing Sdn Bhd

Moderators: **Khoo Kar Khoon** (Director, GigaGigs)



2.45pm:

FOCUS: TRANSPARENCY IN DIGITAL MARKETING

Programmatic advertising accounts for more than 80% of digital ad spend. In advanced markets, brands are deploying these processes in-house for greater transparency, strategic control and cost-efficiencies. As marketers demand more accountability and precision marketing tools, we will explore the pitfalls of programmatic advertising is managed wrongly. This session will cover digital marketing optimisation, cross-channel solutions and brand safety issues.

Abhishek B Chief Digital Officer, Invictus Blue

Roy Siew Head of Digital, Berjaya Sompo Insurance Bhd

VJ Anand Senior VP of Creative, Gojek

Stephanie Caunter Head of Marketing, ADA

Moderator: **Stan Chew** Head of Sales APAC, Knorex



3.30pm:

COFFEE BREAK

4.00pm:

SPECIAL GUEST SPEAKER: BRINGING YOUR BRAND ACROSS A REGIONAL SCALE

Megan Yulga – Regional Senior Campaign Manager, Circles.Life

From delighting customers in Singapore with viral campaigns, Megan will share how she injects the same brand energy into a new market with a localized twist. She is the mastermind behind Circles.Life brand messaging and communications that drive the company goals through campaigns and promotions. She also oversees and creates content for Circles.Life's website and mobile. Currently, Megan is actively involved in Circles.Life international campaigns that will be launched in several new markets in Asia and beyond.



5.50pm:

LEARNINGS OF THE DAY SUMMARY BY TIMOTHY JOHNSON

6.00pm:

CLOSE & THANK YOU.



**MALYSIAN CMO
CONFERENCE &
AWARDS 2019**

date/time:
15th November 2019
8.30am to 10pm

admission fee:
Conference and Awards
RM 2050 +6% SST per pax
RM 1900 +6% SST per pax (5 pax and above)

venue
Sime Darby Convention Centre
1A, Jalan Bukit Kiara 1,
60000 Kuala Lumpur Malaysia
Tel : (+603) 2089 3688
Fax : (+603) 2089 3699

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

Cancellation

NO CANCELLATION is allowed but a replacement delegate can be sent.

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MALYSIAN CMO CONFERENCE 2019

date/time:
15th November 2019
8.30am to 6pm

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AWARDS 2019**

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SEAT
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