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# MarTech's Love-Hate with Media and Marketing



MALAYSIAN MEDIA CONFERENCE 2023

September 13



# MarTech's Love-Hate with Media and Marketing

MarTech, AdTech, MediaTech and all manner of tech, have radicalised the way we consume, handle and think about media. As automation and math collide, we are in an era of abundant marketing power supercharged by AI. The pain and pleasure of that power is not going away. Is it even possible to love technology while shielding ourselves from the things we fear about it? The Malaysian Media Conference will openly dissect this dilemma as the forbidden fruit is now privy to all....

# PROGRAMME

## MORNING SESSION

8.30am	Registration
9.00am	Welcome Speech by <b>Prof. Harmandar Singh aka HAM - MARKETING MAGAZINE</b>
9.15am	<p><b>KEYNOTE ADDRESS - MarTech's Love-Hate with Media and Marketing By Ranganathan Somanathan, Co-Founder &amp; Curator - RSquared Global Ventures</b></p> <p>Ranga is a marketing and communication expert, with experience leading teams across Asia. Proven to grow business by enabling people to realise their potential with strategic guidance. Recognised as a trusted advisor by clients and media partners, have nurtured strong relationships with leadership amongst Agency, Media and Advertiser ecosystems across APAC.</p>
10.00am	COFFEE BREAK / NETWORKING
10.30am	<p><b>SPOTLIGHT SESSIONS</b></p> <p>These are the popular 15-mins power Q&amp;A sessions with each star speaker at our Conferences, spotlighting marketing leaders with direct questions from MARKETING magazine. Random questions will be posed to the speakers who will answer in a rapid-fire format. Pass is an option. Delegates are advised to keep their note pads ready, as these quick exchanges are both fleeting and fascinating.</p> <p><b>SPOTLIGHT SPEAKER 1:</b> <b>Datuk Lai Shu Wei - Chief Marketing &amp; Sales Officer, Sime Darby Property.</b></p> <p><b>SPOTLIGHT SPEAKER 2:</b> <b>Linda Hassan - Group CMO, Malaysian, Singapore &amp; Cambodia for Domino's.</b></p> <p><b>SPOTLIGHT SPEAKER 3:</b> <b>Chan May Ling - Head of Brand &amp; Marketing Services, CelcomDigi.</b></p> <ul style="list-style-type: none"><li>• Is the consumer still in charge when machines are the interface between brand and customer?</li><li>• As Martech stacks up the odds in favour of technology, is enhanced reality the new reality?</li><li>• What have FMCG brands learned as early adopters of MarTech?</li><li>• How do you track and measure customer experience across various media channels?</li><li>• How do Marketers integrate MarTech into their mobile app and loyalty programs.</li><li>• How important is creativity is key to brand success?</li><li>• Making of a SuperBrand</li></ul>

# PROGRAMME

11.30pm

## **THINKING OUT LOUD - EVERYTHING, ANYTHING, NOTHING.**

Media Owners play a pivotal role in the marketing ecosystem as drivers and investors in a very competitive and sometime brutal landscape. The constant challenge for them is to get their platform in front of those who decide how to deploy and spend money with them. Media decision makers on the other hand are hounded like moving targets to the point of irritation, and fatigue levels are high. These hotbeds of stress make every player anxious beyond the grid. How to we reduce these stress levels in our industry? By just being. We triangulate a marketer, media person and creative person in a 3-way discussion scripted to explore how peace and happiness is possible in a business environment that does not help, by adding more to more...

- Should creative drive the choice of media?
- Is the validation of media under scrutiny?
- Is sales the ultimate gauge of media performance?
- Do we overpromise and then under deliver?
- What should media platforms do to better leverage their roles?
- Are marketers offloading their decisions to agencies?
- What terrifies you about your job?
- ChatGPT masks its mistakes by spitballing, can marketing do the same?

Starring: **Neal Pravin Joseph (Mindshare Group), Victoria Chu (VMLY&R) and Chayenne Tan (Standard Chartered Bank).**

**MODERATOR: VK Sailendra - Founder, Visual Retale.**

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## **AFTERNOON SESSION**

12.30pm

LUNCH BREAK / NETWORKING

1.30pm

Screening of Campaigns from Cannes Lions, AdFest and some old footage of creative gems

2.00pm

## **DEUS EX MACHINA: THE AI SOLUTION TO MARKETING & COMMUNICATION PLOT CHALLENGES By Weldon Fung Area Director SEA - Meltwater**

From Skynet to Her; AI has been popularised as either a doomsday or a human like partner. The reality is that it's somewhere in the middle. Machines have been solving human problems and issues for ages, and most of its has been for manual and tedious work. But just as the title foreshadows, what if machines could do more including augmenting our creative and intellectual spark? From a writers block, to analysing your creative output to even helping you co-create your creative output, AI is on its way to help with your irresolvable situation.

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# PROGRAMME

2.30pm

## HOW TO HARNESS THE POWER OF GENERATIVE AI IN MARTECH

Delve into the intersection of Artificial Intelligence and MarTech and explore the strategic incorporation of Generative AI in marketing strategies. Discover how AI-powered content creation, personalised campaigns, and enhanced customer interactions are reshaping the MarTech landscape. Gain insights into maintaining brand consistency and ethical considerations while deploying AI-generated content. This discussion offers practical guidance on selecting appropriate AI tools, optimizing implementation strategies, and measuring the impact of Generative AI in MarTech.

**MODERATOR: Triton Dsouza - Senior VP, SEA Netcore Cloud**

**PANELISTS:**

**Salihah Noh - Head of Digital, Boost**

**Azeem Abu Bakar - MD, FMT News,**

**Benny Chee - Co Founder & CEO, Mulaaa**

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3.00pm

## THE POWER OF CONTENT MADE MEANINGFULLY

In an era where technology has reshaped the landscape of media and advertising, the quest for meaningful content has taken centre stage. The Malaysia Media Conference presents a curated panel discussion which encapsulates the dynamic interplay between technological advancements, ethical considerations, and the pursuit of authentic engagement in today's media ecosystem.

**MODERATOR: Gurmeet Singh Gill**

**PANELIST: Tony Laskar, CEO BCMA, Melwinder Gill, VP Audience2Media**

**Saiful Ameen Harun, Lead, Digital Strategy & Performance - TNB**

**Liana Jasmin, Head, Corporate Branding & Marketing - KWSP**

**Ken Yap, General Manager - iMoney**

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3.45pm

COFFEE BREAK / NETWORKING

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4.15pm

## MARTECH - BOON vs BANE DEBATE

A robust but light-handed pros and cons argument on MarTech as it invades everything we know. There is no right or wrong in this debate, but we bring all points to the fore in a lively, table thumping session in the name of good fun and discovery. Witness eagerness battle experience. Bring your cheers and boos and share them generously.

### TEAM BOON:

**Stanley Clement - CEO, MBCS**

**Eileen Ooi - CEO, OMG**

**Darren Yuen - CEO, Initiative Malaysia**

### TEAM BANE:

**Kshitij Pradeep - Head of Digital Strategy, Publicis Malaysia**

**Chen Shi Yen - Strategy Director, Mindshare Group Malaysia**

**Arqam Tabani - Strategy Director, Mindshare Group Malaysia**

**MODERATOR: The Hammer**

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5.30pm

Moderator announces Final Results.

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5.40pm

END OF CONFERENCE

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# MEET THE SPEAKER



## CHAN MAY LING

Head of Brand & Marketing Services, CelcomDigi.

Her challenge at CelcomDigi is to help build the first telco superbrand in Malaysia. For over 20 years, May Ling has led cross functional teams to build award winning brand & marcomm campaigns, #1 digital product and first digital telco payment whilst piloting new digital innovation in the Myanmar market. She first joined Digi as senior in the Marketing & Communications (Marcomm) department in 2007 before she rose up the ranks and was appointed Head of Marketing Services 2012.

Following that, May Ling moved to Telenor as the Head of Brand Strategy & Online Marketing and then Head of Digital Services. In July last year, she returned to Digi as the Digital Customer Experience Transformation Lead. Before joining CelcomDigi, May Ling spent more than two years as CMO of KFC Malaysia and is a celebrated Malaysian CMO Awards winner.

May Ling was also past Vice President of the Malaysian Advertisers Association for 2 terms from 2014 to 2017 and was the organizing chairman for the 2015 Malaysian EFFIE awards.

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## CHAYENNE TAN

Head of Marketing, Consumer & Private Banking  
Standard Chartered Bank Malaysia

Chayenne Tan is a brandformance leader, who thrives in connecting the dots of people, data, content, creative, tech and channels. A multi-disciplinary marketer and two-time CMO Awards winner, her works have gained recognition across data plus tech, influencer marketing, PR, social, integrated marketing, non-profit marketing and marketing team of the year.

Prior to joining Standard Chartered, she led various functions in three other banks ranging from sustainable finance for consumer banking, segment marketing to branding and performance marketing. A financial analyst turned marketer, Chayenne has also worked outside banking with brands such as Deloitte, Siemens, as well as Adidas, Goodyear, Nestle, Tefal and Unilever during her stint with Roots Asia Pacific, where she headed integrated marketing portfolios.

Chayenne believes in authenticity, doing the right thing and being a force for good.



# MEET THE SPEAKER



## **DATUK LAI SHU WEI**

Chief Marketing & Sales Officer, Sime Darby Property

Datuk Lai Shu Wei is the Chief Marketing & Sales Officer in Sime Darby Property Berhad. He leads the Marketing and Sales Strategy, Group Corporate Communications and Customer Experience and is responsible for the Townships & Integrated Segments for the Residential, Commercial & Retail, and Industrial products.

He was previously the Vice President & Head of Marketing for unifi in Telekom Malaysia Berhad where he led unifi's Commercial & Marketing Strategy and was responsible for the Broadband, Mobile, TV and Content Businesses and the Converged Solutions for the Consumer and SME segments.

Datuk Lai Shu Wei was also the Chief Marketing Officer for webe digital, TM Group's Digital Services Provider and Center of Excellence for Mobility and Digital, where he led a large team

to build a digitally focused Mobile Service and Solution from inception to launch.

Prior to that, he was Group Head of Marketing & Analytics for Standard Chartered Bank Malaysia Berhad; and he also served in Maxis Berhad as its Senior General Manager heading the Maxis Postpaid and Hotlink Prepaid Businesses.

Datuk Lai Shu Wei began his career in the Fast Moving Consumer Group (FMCG) industry and worked for Global organizations such as Johnson & Johnson ASEAN and Nestle Berhad and for Lam Soon Berhad.

Datuk Lai Shu Wei was also named the Malaysian CMO of the Year 2019 by Marketing Magazine Asia.

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## **DARREN YUEN**

CEO, Initiative Malaysia

Darren has spent 30 years in the business, starting with Carat, followed by Reprise Digital and BPN Worldwide.

He now runs Initiative Malaysia - a full service global media agency built to grow brands through culture. They have a name for it: Cultural Velocity.

Over the last few years, the agency has been laying the foundations to become business consultancy partners with the introduction of new services to allow greater immersion and holistic services in line with the changing agency environment.

These services focus on Brand Consultancy, MarTech, AdTech and Business Analytics, all of which complement the agency's core foundational service of exceptional media planning.





# MEET THE SPEAKER



## EILEEN OOI

CEO - Omnicom Media Group, Malaysia

With almost 20 years in the advertising and media industry, Eileen's known for her challenger mentality and passion in raising next gen game changers in Malaysia.

Eileen is curious and passionate about all things media. Her bold perspective of the world, she spends her day advocating change leadership, raising media talents in Malaysia and creating new conventions. Eileen has won numerous awards and has been a finalist of APAC Women Leading Change.

Today she is Chief Executive Officer of Omnicom Media Group Malaysia spending her energy in taking Omnicom into a future-focused formidable brand. When she first joined the Group, she was tasked to oversee an agency that required major transformation.

It has since grown from strength to strength, bagging clients including Dutch Lady Milk Industries, IKEA Southeast Asia, and Subway.

With the rampant rise of work stressors, Eileen is an avid champion of organisation placing priority on employees' mental wellness and is on a personal mission to raise awareness in the industry and in Malaysia to break the stigma of mental health.

She is the first female President of Malaysia Digital Association, and is passionate in shaping and nurturing the digital economy in Malaysia.

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## VICTORIA CHU

Head of Client Engagement, VMLY&R

Victoria Chu is an adept marketing practitioner that thrives in fast-paced, result-driven environments. She brings with her 18 years of through-the-line experience in advertising with extensive hands-on knowledge in the automotive, F&B, beauty, finance and FMCG industries. Having ventured into both media and creative agencies, her current role at VMLY&R involves a crucial responsibility: enhancing the harmonious integration of media and creative aspects within all communication plans. During her decade-long tenure at Saatchi & Saatchi Arachnid, she specialized in digital marketing as Head of Client Management. Notably, Victoria was one of the pioneering leader for P&G Asia's digital acceleration hub in 2014, driving global toolkit development for brands like Pampers and Olay in areas such as eCommerce, SEO, UI/UX, and CRM.

As General Manager at Invictus Blue Group, her entrepreneurial flair shone as she propelled the creative division's growth, winning major international brands including BMW Creative AOR, Libresse, Burger King, and F&N. Under her guidance, the agency achieved remarkable profitability and received prestigious industry awards, including Effies, Markies, MEA, Appies' Agency of the Year, and a Grand Prix at MSA in 2020/21, within just three years.

Victoria currently holds the position of Head of Client Engagement at VMLY&R, the largest network creative agency operating under the WPP group in Malaysia. In this capacity, she undertakes the pivotal role of overseeing both the expansion of the agency's business and its day-to-day operations. Additionally, Victoria takes charge of optimizing the integration of media and creative aspects within the agency's connection plans.





# MEET THE SPEAKER



## NEAL PRAVIN JOSEPH

Associate Director of Strategy, Mindshare Group

A 30-year old Brand Consultant / Strategist who brings a broad business perspective and an intuitive understanding of the consumer mind to the art of brand positioning. During his time in the industry, he's been lucky enough to work on some of Malaysia's key brands: Astro, Khazanah Nasional, Etiqa, Telekom Malaysia, and the News Straits Times.

Pravin takes a multidisciplinary perspective – thanks to a career journey encompassing creative agency, digital agency and brand consulting. On pitches, his data-driven holistic approach and creative thinking has ensured the agency does not merely propose media solutions, but well thought-through total marketing solutions, with a powerfully-differentiated idea at the core of the thinking. Pravin believes the biggest issue plaguing the media industry is high attrition. Especially one that requires media talents to live and breathe the brand. This insight pushed Pravin

to focus on agency talent wellbeing. Which led him to develop and implement MAGIC (an award-winning performance tool) that automated the agency team's planning and reporting duties in real-time. This enabled the team to cut down manual day to day reporting, so they could focus on their personal growth by learning and experimenting interesting work in media.

Neal won Bronze as Planner of the Year at the Media Specialists Association Awards 2022.

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## LINDA HASSAN

Group CMO Singapore, Malaysia & Cambodia  
Domino's

Linda Hassan'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 20 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. Today, she leads a team of over 30 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.



# MEET THE SPEAKER



## **KSHITIJ PRADEEP**

Head of Digital Strategy  
Publicis Malaysia

A motorist at heart, advertiser by profession, Kshitij Pradeep is better known as KP by peers. KP's love for simplifying complex digital techniques for marketers have grown stronger over the years while churning out award winning work while keeping tactics driven by media at the core of brand growth.

Been a part of shift in media trends from offline to online, a flag bearer of conversion oriented goals he deep dives to introduce brands to its users segmented into addressable categories and dissecting them further to build relevant channel attributions.

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## **RANGANATHAN SOMANATHAN**

Co-Founder & Curator, RSquared Global Ventures

Ranganathan is a marketing and communication expert, with experience leading teams across Asia. As a proven leader, he grows business by enabling people to realize their potential with strategic guidance and mentoring. Recognised as a trusted advisor by clients and media partners, Ranga has nurtured strong relationships with leadership amongst Agency, Media, and Advertiser ecosystems across the APAC region.

In his last role as Chief Executive Officer of Omnicom Media Group, he rebuilt the team across Singapore and Malaysia to create a best in class Digital Media Organization, improved year on year client satisfaction scores, and grew revenue on the back of winning blue-chip local clients and innovative commercial solutions with media partners.





# MEET THE SPEAKER



**CHEN SHI YEN**  
Strategy Director  
Mindshare Group Malaysia

With over 22 years of experience, Shi Yen has groomed herself through the years as a client and business leader of multidisciplinary – from creative, shopper marketing, event activation, digital and social to media planning, prior to joining the Media Group Strategy Team as the Strategy Director.

Shi Yen has an unmatched grasp of how to put every part of complex jigsaw together - from business strategy, people insights to defining the language of success - ensure that all the pieces fall into place before the client's presentation.

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**ARQAM TABANI**  
Strategy Director, Mindshare Group Malaysia

With more than 13 years of experience in the media industry across various markets, Arqam Tabani is an accomplished strategist. His career is marked by outstanding achievements and recognition, underscoring his remarkable ability to lead impactful campaigns and transformative strategies across diverse industries. He has spearheaded business and marketing strategies that facilitate client transformation while pioneering digital acceleration and transformation initiatives to heighten operational efficiency.





# MEET THE SPEAKER



**STANLEY CLEMENT**  
CEO, MBCS (Mediabrand Content Studio)

What started as a creative inkling in his school days has led Stanley to where he is today – heading Mediabrand Content Studio and he hopes to change the face of digital content marketing and creative story telling.

The media-born and audience-informed agency supports Mediabrand agencies including UM, Initiative, and Reprise. In addition, the company offers a holistic suite of services and develop cutting-edge tools to enhance and bolster Mediabrand's content and production offerings.

Once upon a time, Stanley was a Strategic Brand Manager with

the Nation Branding Division, Prime Minister's Office (PMO) of Malaysia where he played a key role in the development of the nation's brand identity as well as being in charge of positioning Malaysia as an investment hub on an international front.

He later joined IPG Mediabrand as Creative Director and within 3 years rose up to the rank of Managing Director, a testament to his creative and strategic thinking ability that has won over many clients. Not only are they convinced by the power of content, they also understand that to unleash its fullest potential, there needs to be a clear synergy between data, technology and storytelling.

Brands that have, and continue to benefit from his experience include MILO, Nestlé Drumstick, Nestum, Digi, Drypers, KFC, Mudah, Malaysia Airlines, Suntory, TM, Johnson & Johnson, Exxon Mobile, PEMANDU, Matrade and MITI.

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**SAILENDRA KANAGASUNDRAM**  
Founder & Managing Director, Visual Retale.

Graduated with a Law Degree from the University of London, Sailendra Kanagasundram is equipped with more than 10 years of experience in the Malaysian retail media industry. Prior to exploring and taking advantage of the wealth of opportunities within the advertising industry, Sailendra has marked his footprints in the insurance and banking industry. He first made an impression in the industry in 2006 with the inception of MagiqAds (now known as Act Media), whilst serving as the company's CEO. MagiqAds, in its prime years is the go-to brand within the Malaysian Marketing fraternity when looking for Point of Sale or Mall Media. After MagiqAds, he moved on and founded Visual EFX Sdn Bhd (Visual Retale) in 2014.

Visual Retale was established as a media technology company supported by the government through commercial and R&D grants that offers high-technology 3D projections for use in advertising. His leadership brought about a significant growth to the company, while his vision of ensuring the company is exclusively focused on high reach, high impact, high frequency and most importantly high-quality media and technology for advertising was distinctively manifested through the company's products and solutions. Visual Retale's recent industrial breakthrough was the launch of its the largest (7,480 sqft) outdoor high-resolution LED board in the country located along the busiest highways in Malaysia; the Federal Highway.



# MEET THE SPEAKER

## WELDON FUNG

Area Director - SEA Meltwater

Working with C-Suites and Digital Marketing professionals to help them adopt full stack social media solutions with Meltwater Social (formerly Sysomos)

Meltwater Social is the only "Full Stack" social platform that cuts across social listening, publishing, engagement and analytics at scale. Seamlessly move between social functions in a unified platform and take your digital marketing team's effectiveness to the next level.



## TRITON DSOUZA

Senior Vice President - SEA Netcore Cloud

Triton Dsouza is the Senior Vice President of Netcore Cloud in the Southeast Asia region. Netcore Cloud is a marketing technology company focused on SaaS, Martech and CPaaS to help product and growth marketers deliver AI-powered customer experiences across all touchpoints of the user's journey.

Triton began his professional journey in Mumbai as a Sales Professional. Driven by the purpose of helping create a better technology for tomorrow, Triton is passionate about marketing technology, AI, hyper personalisation and customer engagement.



## PROF. HARMANDAR SINGH

Founder + CEO  
MARKETING Magazine

Harmandar Singh, or better known as Ham, has been in marketing and brand communications for almost 30 years. He has created almost 400 commercials and won over 50 local and international creative awards. Ham has been a Creative Director for as long as he can remember.. Even after leaving advertising, he applies creativity every day in his life.





# MEET THE SPEAKER

**GURMIT SINGH GILL**  
Brand Solutions Director  
Audience2Media



Gurmeet Gill, an accomplished Brand Solutions Director at Audience2Media, leverages 15+ years' experience with leading Malaysian brands. A Manchester Metropolitan University graduate, he excels in digital, branding, and advertising, spearheading campaigns for Nespresso, Fonterra, Sarawak Tourism Board, Iskandar Malaysia, and more.

Gurmeet's insights are showcased through contributions to Branding in Asia, BFM89.9, and Marketing Magazine. Beyond his role, he co-organised training for Bank Islam, Danajamin, and Malaysia Productivity Corporation, addressing branding and social needs effectively.

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**LIANA JASMIN**  
Head - Corporate Branding & Marketing  
KWSP

Liana Jasmin is the Head of Corporate Branding and Marketing for EPF Malaysia. She is backed with more than 15 years of experience in brand & communications and digital marketing across various facets of the financial industry - from insurance to stock investment.

Currently, she spends her day breaking the mould, changing the status quo and building compelling brand campaigns.

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**SAIFUL AMEEN HARUN**  
Lead - Digital Strategy & Performance  
TNB

In his capacity as the Lead of Digital Strategy and Performance at TNB Retail Division, he assumed a pivotal role in the development and execution of TNB Retail division's comprehensive digital strategy.

His primary focus encompassed areas such as content, technology, design/user experience, process, and optimisation. He championed the initiation and acceleration of digital advancement, driving a transformative shift in the business model to provide innovative solution to support energy transition.





# MEET THE SPEAKER

**MELWINDER GILL**  
Vice President  
Audience2Media

Since 2012, Melwinder has transitioned from Chemical Engineering to leading roles at Media Prima Berhad, The Star, and pioneering firm CtrlShift in South East Asia's programmatic advertising landscape.

A recognized authority in data-driven advertising, he's championed campaigns for financial titans like Standard Chartered and Maybank, FMCG mainstays like BOH and Darlie, and retail giants like GMG & JD Sports. His unique blend of technical acumen and marketing insight sets campaigns apart.



**KEN YAP**  
General Manager  
iMoney

Ken is currently the General Manager of iMoney and is spearheading the digital transformation within the fintech sector. Ken also oversees business operations and marketing strategies ensuring the company utilises the latest tools to build consumer brand affinity.

Ken created the first professional basketball team in Malaysia and expanded to manage the first regional professional basketball league in South East Asia. Ken is also leading the way in sports management and marketing with a short stint in port management.



**BENNY CHEE**  
Co Founder & CEO  
Mulaaa

With close to 20 years of work experience spanning from FinTech (CompareHero), Payments (Visa), Banking (HSBC) and FMCG (L'Oreal) armed with a Law (LLB) degree, Benny Chee has grown his career in multi disciplines from marketing, sales, general management and now, entrepreneurship. He has led and grown companies from 0-1 and 1-10.

Currently he is the co-founder and CEO of Mulaaa which is an earned wage access (EWA) company focused on empowering flexible salary for all Malaysians. Benny is always curious and constantly challenging the boundaries with tech to simplify life.



# MEET THE SPEAKER



**TONY LASKAR**  
Global CEO  
BCMA

Tony is the Global CEO of the BCMA. His focus is on driving industry best practices worldwide and expanding its network of industry leaders covering all aspects of branded content and influencer marketing.

Tony is also Founder & CEO at Audience2Media with operations in the UK and Asia. He developed unique ad targeting platforms covering 95% of the online population and currently leads the way for the influencer marketing sector with access to 134m+ social media influencer profiles, aligning consumer interest data with content creation delivering engaging and culturally relevant campaigns.

Prior to joining the advertising tech industry, Tony obtained 14+ years working within leading multinational corporations. At Vodafone he was principally responsible for building the financial investment plans and earlier a member of the Executive Operations Group at Hitachi Semiconductor (Renesas), where he created global pricing strategies and business plans.

He also initiated and successfully completed major business opportunities supporting global revenue growth exceeding £100m per month and has gained a wealth of experience within the technology and media sector over the last three decades.

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**AZEEM ABU BAKAR**  
Managing Director  
FMT News

Azeem Abu Bakar, 32, is an alumnus of the London School of Economics (LSE) in Accounting & Finance. During his time at university, he co-founded a social media analytics and open-source intelligence company in London, serving top government officials, ministries, and the armed forces in Asia.

After completing his studies, he returned to Malaysia to fulfil his scholarship bond with UEM Sunrise Berhad, where he dedicated eight years. His responsibilities include serving as the special officer to the managing director, overseeing business development, finance, and strategic planning.

Currently, Azeem is the Managing Director of Free Malaysia Today (FMT). This English news agency, revered for its expansive readership, caters to a monthly audience of 6 million. As an emblem of independent media, FMT strives to deliver intelligent and balanced content.



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**SALIHAH NOH**  
Head of Digital  
Boost

Salihah Noh is the Head of Digital & Performance Marketing for Boost. She has over 15 years of experience in dynamic industries such as telecommunication, ecommerce, content and fintech.

Having a diverse background of product development, customer experience, corporate strategy and digital marketing, she is passionate about building new brands and growth hacking through precise customer experience delivery. Prior to Boost, Salihah was the SAVP for Astro Customer Experience and before that Head of Digital Marketing for 11street Malaysia.







## DATE

13<sup>th</sup> September 2023

## TIME

8.30 - 6.00 PM

## VENUE

SIME DARBY CONVENTION  
CENTRE (SDCC)

1A, Jalan Bukit Kiara 1,  
60000 Kuala Lumpur, Malaysia

## ADMISSION FEE

RM1650 + 6% SST  
per pax

## CONTACT PERSON INFORMATION

FULL NAME : \_\_\_\_\_  
NRIC NUMBER : \_\_\_\_\_  
DESIGNATION : \_\_\_\_\_  
ORGANISATION : \_\_\_\_\_  
CONTACT NUMBER : \_\_\_\_\_  
EMAIL : \_\_\_\_\_  
ADDRESS : \_\_\_\_\_  
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## PARTICIPANT DETAIL

FULL NAME : \_\_\_\_\_  
(AS PER IDENTITY CARD)  
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## CHEQUE MADE PAYABLE TO:

SLEDGEHAMMER  
COMMUNICATIONS (M)  
SDN BHD 289967-W

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Malaysia

Bank Transfer to  
RHB Bank Berhad

2-14389-000-10505

Swift Code: RHBBMYKL

## FOR ENQUIRIES:

## CONTACT

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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.