

EXPANSION AND GROWTH MANAGEMENT

ACCELERATING YOUR DIGITAL BUSINESS
IN SOUTHEAST ASIA

” *Is your business ready for the next phase or growth with a strategic expansion into Southeast Asia?*

” *Going through a digital transformation process and looking for expert support, advice and implementation to deliver your goals?*

” *Are you a start-up or in a growth phase and want to become a successful entrepreneur in Southeast Asia?*



ABOUT ME



I am a proven, progressive, results driven and goal-oriented international Digital Marketing & Advertising Executive with 20 years of experience in various fields of the industry. I can offer a broad and balanced perspective through my senior experience with and inside large scale multinational media agency organisations and brands as well as being an entrepreneur both leading and working with digital, tech and SaaS start-ups and scale-ups.

I thrive on growing and scaling digital opportunities across the Southeast Asia region.

FOCUS AREAS

MARKET ENTRANCE

Vast experience entering Southeast Asia markets and how to navigate the various nuances, complexities, processes and cultures at every stage from founding to fully mature.

TECHNOLOGY

Deep understanding of advertising and marketing technology and how they are disrupting sectors to provide new and constantly changing opportunities.

CONNECTIONS

Huge network across Southeast Asia and the wider Asia Pacific Region across many industries including media, agency, e-commerce and technology.

OPERATIONS

Extensive experience building and managing digital businesses, running and optimising financial plans, business operations and building teams across multiple markets.

PRODUCT DEVELOPMENT

Shaping and building the Product strategy to align with global priorities whilst also meeting local market expectations.

BUSINESS DEVELOPMENT

Experience in winning and growing customer bases across multiple markets with both global, regional and local clients.

EXPANSION | ADVISORY | MANAGEMENT



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