



**Mohamed Adam Wee Abdullah**  
Group Chief Marketing Officer  
Maybank

Mohamed Adam Wee Abdullah is the Group Chief Marketing Officer of Maybank. Maybank is a leading financial services provider in Asia. His role includes marketing oversight across the Maybank Group in the Asia region. Mohamed Adam is a veteran in the marketing field with a career spanning more than 25 years. He brings with him diversity, depth and breadth of experience across the entire marketing value chain from sales, advertising, strategic planning, branding and marketing management. He spent more than a decade in multi-national advertising and brand agencies where he held senior and regional positions working on a diverse range of categories.

Prior to Maybank, Adam was the Chief Marketing Officer for Sunrise Berhad and the Director of Brand and Advertising in Astro. Adam's marketing experience also includes regional marketing management for BMW Group based in Singapore, where he oversaw marketing activities with distribution partners in 17 countries across India, China, South East Asia and the South Pacific Island Nations.

Mohamed Adam is the recipient of two Dean's Award for Academic Excellence from the University of Southern Queensland, Australia for his Post Graduate Certificate in Business Studies and the Master's Degree in Business Administration.