

Publication	Marketing Interactive	Section / Page	Online	Date	10/6/ 2022
Headline	Takaful Malaysia Names New CMO				



Takaful Malaysia has appointed Siti Hajar Rizlan as CMO. She reports to group CEO Nor Azman Zainal and brings with her 21 years of working experience in providing strategic brand propositioning, product and marketing leadership.

Siti (pictured) will oversee the overall marketing and branding for Takaful Malaysia as a group, covering both family and general business. She has been tasked to elevate the brand awareness and affinity for Takaful Malaysia to ensure that it is at the top of Malaysians' minds when it comes to Takaful and insurance.

She was most recently head of brand marketing at Etiqa Insurance and Takaful for three years. She also spent three years at Prudential BSN Takaful where she was director, brand communications and head of branding and communications. Siti also worked at Maybank, Bank Muamalat, Kuwait Finance House Malaysia, and HSBC Amanah Takaful. She began her career in 1999 with Hong Leong Bank. A+M has reached out to Etiqa for comment on her replacement.

Takaful Malaysia was incorporated on 29 November 1984 and commenced operations on 22 July 1985. The group did well on the financial front for 2021, posting a 7% increase in revenue to RM3.18 billion. The profit before zakat and taxation increased by 3% to RM438.7 million from RM426.8 million in 2020.