

PRESS RELEASE

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Malaysian Digital Association (MDA) Announced New President & Vice President

Kuala Lumpur, 4 September 2020 - The Malaysian Digital Association (MDA) announced Mr. Nicholas Sagau, the Chief Product Officer of Media Prima Digital Sdn. Bhd. (recently rebranded to REV Media Group) and Eileen Ooi Managing Director of PHD Malaysia as the President and Vice-President at its 11th Annual General Meeting.

Nicholas Sagau said, "I'm honoured to be given the opportunity to lead the association. It has been a challenging year but we'll work hard to broaden MDA's capacity as a platform to address the pressing challenges of local digital publishers, media agencies and digital agencies through the ongoing pandemic as it significantly impacts businesses. We aim to achieve this by working closely as an ecosystem and more importantly, represent these three digital sectors' agenda to the government.

The meeting also appointed Aravind Menon, Head of Supply & Product Development of GroupM Malaysia as Secretary and Sophia Toh, Head of Strategy & Business Development, SEA of ADV Malaysia Sdn Bhd as Treasurer.

The elected council members are 16TWO Communication Labs Sdn. Bhd., Astro Radio Sdn. Bhd., Carat Media Services (M) Sdn. Bhd., Google Malaysia Sdn. Bhd., IPG Mediabrands Sdn. Bhd., Mudah.my Sdn. Bhd., Nuffnang Sdn. Bhd., Rev Social Malaysia Sdn. Bhd. and Star Media Group Berhad.

Ms. Eileen Ooi representing Omnicom Media Group (M) Sdn Bhd said, “It’s an honor to take on the position of Vice President and what more together with an elite council team. I look forward to continuing to elevate MDA’s role in making the leap in Malaysia’s digital industry!”

“Malaysia's digital industry has been on the rise in the past few years. This journey will surely bring us to another level of excitement. I look forward to collaborating with the new council members to open up even more opportunities. This is to continuously provide a platform for us to meet, learn and work together in improving the industry.” added Nicholas who has been an MDA Council member for the past 2 years.

Malaysian Digital Association (MDA) was established in 2009 and previously under the leadership of Mr Serm Teck Choon, a number of successful projects and activities were organized such as the famous quarterly held “Digital Wednesday” where it offered a networking opportunity for local publishers, media agencies and advertisers with speakers from relevant fields shared insight and knowledge to the industry, the “d Awards” which celebrate and appreciate the best innovative works in developing digital products, designing and execution of digital marketing campaigns.

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About Malaysian Digital Association

The Malaysian Digital Association (MDA) is a representative body that comprises online publishers, advertising agencies, creative agencies and digital service providers. Founded in 2009, MDA has been instrumental in shaping the Malaysian digital industry and committed to driving it forward with innovative initiatives. Such initiatives include the endorsement of digital measurement partners for the industry, Digital Wednesday events, MDA School, Best Practice Reports, MDA Video Series and d Awards.

For more information about MDA, please visit malaysiandigitalassociation.org.my or contact Zati Azami at the MDA Secretariat at Telephone: +6037660-8535 or zati@macomm.com.my. The MDA office is located at Unit 706, Block B, Pusat Dagangan Phileo Damansara 1, 9 Jalan 16/11 Off Jalan Damansara, 46350 Petaling Jaya, Selangor DE, Malaysia.