

# Noor Ashikin Aziz

Digital General Manager at Taking Digital Forward

Singapore, , SG

Executive Creative Director & Digital Business  
Management

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## Biography

Taking digital forward ? brand strategy and creative leadership into the digital age. With more than 20 years experience, most of which has been in digital and integrated I enjoy helping brands and businesses grow into the digital space; producing ideas and strategic directions for digital and other consumer engagement touch points. Most recently Executive Creative Director and General Manager of Digital, I helped drive growth of Drafftcb Malaysia, building and raising its profile into an agency with a strong digital practice. Prior leadership roles have also been focused on driving digital innovation and creativity that contributes to business growth. Brands I have worked on over the years include Celcom Xpax, Telekom Malaysia, CIMB Bank, Sime Darby, Wipro Unza, Kraft, Beiersdorf Nivea, Motorola, Microsoft, Royal Caribbean Cruise, EMC and Singtel. Having successfully transformed and led mainstream-thinking agencies into digital-led ones, I know what it takes to make digital drive innovation and business evolution. An avid runner, I'm a firm believer that a healthy work-life balance contributes far greater result for an organization than can be measured.

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## Availability

Keynote, Panelist, Workshop, Corporate Training

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## Industry Expertise

Social Media, Internet, Advertising/Marketing

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## Areas of Expertise

Creative Thinking, Creative Strategy, Digital Strategy

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## Affiliations

Accredited Advertising Agencies Association (4As)

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## Education

Woodville Pre-University  
'A' Levels Fine Arts

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