



INSTITUTE OF MARKETING MALAYSIA

ATIKA SULAIMAN



Council Member of Institute of Marketing Malaysia (IMM)

ATIKA SULAIMAN is a graduate of the Robert Gordon University, United Kingdom. Her career in marketing and communications began when first attached to an international News Agency, Reuters. From this training ground, she developed her vast experience in advertising and in the financial market while at Reuters for 10 years.

Atika finally decided to leave the high pressure work environment to venture into entrepreneurship. She joined her husband in Laris Worldwide (M) Sdn Bhd in 2003. Atika Sulaiman is the Managing Director of Laris Worldwide (M) Sdn. Bhd presently.

Founded in 1997 , Laris Worldwide (M) Sdn Bhd is a reputable wholly owned Bumiputra marketing communications agency specializing in business-to-consumer campaigns. Laris services include advertising design, creative advertising concept, corporate reports, collateral development and design, publishing/printing, website development/hosting and event management. Laris has been registered with the Ministry of Finance, Malaysia since 1997 allowing it to be a preferred service provider to the Government of Malaysia and its agencies.

Atika who is a young mother of three is also known beyond her business reputation. She is an excellent cook, so much that it caught the attention of the organizers of “Skills Training Program” funded by the STAR Foundation. Under the auspices of NAWEM, Atika’s course “Traditional Cooking” provided training for financially challenged women to cook better and thus help find ways to better their finances.

Atika desires to assist small business women to build their “brand” and propel themselves to business success. She regularly speaks at women’s associations function/trainings about the importance of branding and packaging development.

In her free time, she keeps busy with helping those in need where she volunteers at the Pertubuhan Kebajikan Anak-Anak Yatim/Miskin Klang (PEYAKIN).