



INSTITUTE OF MARKETING MALAYSIA

DATUK MARIMUTHU NADASON



Vice-President of Institute of Marketing Malaysia (IMM)

DATUK MARIMUTHU NADASON is a leading vociferous consumer activist who spearheads several consumer bodies in the country, namely as the President of the Federation of Malaysian Consumers Associations (FOMCA), the umbrella body of consumer organizations in the country ; the President of Education and Research Association for Consumers (ERA Consumer Malaysia), an organization that conducts research, documentation and capacity building activities towards building self reliant, empowered communities.

He pioneered the establishment of the Malaysian Association of Standards Users in 2004, of which he is currently the President. He is also the Director of the Financial Mediation bureau (FMB). In year 2007, he was appointed as one of the commissioners in National Water Services Commission which responsible for regulating and monitoring Malaysia's fragmented water and sewerage sectors. He is also the council member of National Economic Consultative Council under the Prime Minister's Department and the council member of the National Standard and Accreditation Board under the Department of Standards Malaysia.

He is the Chairperson of Asian Partnership for Development of Human Resources in Rural Asia (ASIADHRRA) that focuses on human development among the poorest of the poor. Datuk Marimuthu is also a Council Member of Consumers International (CI), the world federation of consumer groups that, working together with its members, serves as the only independent and authoritative global voice for consumers.

Datuk Marimuthu holds a Double Masters Degree in Business Administration (with a Concentration in Human Resource Management). He is also an Accredited Public Relation Practitioner (APR) and a Certified Professional Marketer (CPM).

He continues until today to struggle for the rights and benefits of consumers, in both the local and national level and as well as in the international arena.