



INSTITUTE OF MARKETING MALAYSIA

ROZALILA BINTI ABDUL RAHMAN



Council Member of Institute of Marketing Malaysia (IMM)

ROZALILA ABDUL RAHMAN is Chief Marketing Officer with Telekom Malaysia Berhad. She holds a Bachelor in Food Science & Technology from Universiti Putra Malaysia.

Rozalila has 21 years of experience in MNCs particularly in marketing and sales of fast moving consumer goods. She started her career in 1989 as a management trainee with Unilever Malaysia and rose within the technical department to become Quality Manager (Foods, Detergents and Personal Products) for Malaysia and Singapore. After 6 years in Technical, she moved over to Marketing as Senior Brand Manager handling the flagship brands of Breeze and Lux.

After 10 years with Unilever Malaysia, she joined Kellogg Asia Marketing as Marketing Manager Innovations for South East Asia. She led the innovations' team in new product development which saw the launch of Rice Krispies Treats and Chocos biscuit in the region. In 2001, Rozalila joined Reckitt Benckiser as Marketing Manager (Malaysia/Singapore) handling Shieldtox, Mortein, Vanish, Woolite and Fabulon before moving to the banking sector as Director of Sales & Marketing, Bank Simpanan Nasional.

In mid 2006, Rozalila joined Maxis Communications Berhad as General Manager (Media, Research & Events) in the Consumer Business Division. She led the pitch for Maxis' Creative and Media agency in 2007, negotiated media sponsorship deals for Maxis and Hotlink and managed key marketing events from a 360' perspective. In 2008, Rozalila headed the Segment Marketing team, managing Malay market, East Coast and East Malaysia where she leveraged on Media Prima's Karnival Jom Heboh and Astro's Akademi Fantasia to grow the Maxis and Hotlink business. She joined Telekom Malaysia as the Chief Marketing Officer on 17 February 2010.