



INSTITUTE OF MARKETING MALAYSIA

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Council Member of Institute of Marketing Malaysia (IMM)

SITI BADARNY HASSAN is a unique individual who has had the opportunity to experience both Malay and Chinese cultures first hand. She completed her primary education in a Chinese school and continued her secondary education until Form three in a Chinese school in Kangar, Perlis. Having studied for over 10 years in a Chinese school, she has an excellent language proficiency of which she speaks and writes Mandarin and Hokkien apart from English and Bahasa Malaysia. She also speaks Japanese after staying in Japan with a Japanese Host family for a year by taking part in the exchange student programme (AFS-American Field Service). Her qualification includes a Bachelor of Mass Communication Degree from University Teknologi Mara and a Masters in Business Administration from Universiti Putra Malaysia.

She is an expert in the areas of Marketing Communications, Strategic Branding, Public Relations, Corporate Marketing, Events and Promotions, Government and Bank Negara Malaysia's liaison matters. She has also established good contacts with media.

Currently, she is working at the Graduate School of Management (GSM), Universiti Putra Malaysia (UPM) as Chief Administration Officer. She is also the Vice President of AFS Bangi, Putrajaya and Kajang Chapter since 2010.