



INSTITUTE OF MARKETING MALAYSIA

## MOHAMED SALLAUDDIN HJ. MAT SAH

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### **Council Member of Institute of Marketing Malaysia (IMM)**

MOHAMED SALLAUDDIN MOHAMED SHAH @ Mat Sah is the General Manager of Marketing, MAHB. He graduated with a B.Sc. Degree in Accountancy and Computer Science from Northern Illinois University, USA in 1985. He also holds an MBA (Strategic Management) Degree from the International Business School, Technology University Malaysia.

He has served in the aviation industry during his entire professional life by starting his career with Malaysia Airlines (MAS) as a Management Trainee in 1986 and proceeded to diversify his aviation knowledge by taking up a role in 1997 in Malaysia's first aircraft manufacturing company Composite Technology Research Malaysia (CTRM) Sdn. Bhd., presenting him the opportunity to serve in the general aviation sectors in the USA and Australia.

He joined MAHB in 2001 to be amongst the pioneer group that led the marketing of the international gateways managed by MAHB. Entrusted to encourage more airlines to operate to Malaysia, his immediate and long term aim is to establish KLIA as the Next Generation Hub for both the commercial airlines and travelers.