



INSTITUTE OF MARKETING MALAYSIA

SHAHANA AZLAN



Council Member of Institute of Marketing Malaysia (IMM)

SHAHANA AZLAN is a Professional Consultant with core expertise in branding and marketing. She amassed a total of 22 years experience : 14 years in the corporate world and 8 years as an independent Consultant.

SHAHANA's corporate career advancement post-MBA spanned both local companies and MNCs who are giant movers and shakers in their respective industries. During her career SHAHANA spearheaded numerous new products development, branding and marketing initiatives at both local and regional levels. She managed various business portfolios and built a number of category leaders along the way.

SHAHANA is currently the Consultant for Canadean, an established UK based beverage market intelligence specialists with offices worldwide. She assembles a comprehensive Malaysia & Singapore annual beverage industry country reports for clients which include global giants : Coca-Cola, Nestle, Danone, and Tetra Pak. She also work on bespoke consultancy projects for Canadean.

In her own professional capacity SHAHANA provides consultancy, training and coaching services to a growing list of clientele ranging from start-up ventures to the more established regional and multinational companies. She always strives to devise practical approaches in translating her proficiency and experience into meaningful and impactful results for her clients.

SHAHANA is passionate about her vocation. She enjoys the challenges of her daily constant juggling act and thrives under pressure. She is the founding member of Care for CADS, an NGO that supports Special Needs Children and a committee member of ANSARA Kulim. SHAHANA can be contacted at :

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