



INSTITUTE OF MARKETING MALAYSIA

TENGGU NILA PUTRI TENGGU ILHAM



Council Member of Institute of Marketing Malaysia (IMM)

TENGGU NILA attended her foundational schooling years at MGS Klang before pursuing her Diploma in Business Studies at UiTM Dungun, Terengganu. Due to her interest in Business, she went on to study at Drake University in Des Moines, Iowa where she majored in Marketing under the School of Business. A believer herself in life long journey of attaining education, she is currently into the 1st year of Masters of Management Post Degree Programme at a local University. She is also a Council Member for the Institute of Marketing Malaysia. Tengku Nila is blissfully married with 3 children.

She started her career in an MNC – The Body Shop (one of the most renowned manufacturer and retailer of Skin and Body care products) as a PR and Marketing Executive. Stayed on for 3 years to master the skills and competencies offered by an MNC, this has proven to open up more doors for her in terms of her career advancements.

Other employments from among the global biggest MNC's are Dumex Malaysia Sdn Bhd - Asst Brand Manager, F&N Dairies (M) Sdn Bhd - Brand Manager, Colgate-Palmolive (M) Sdn Bhd - Senior Brand Manager, Danone Dumex (M) Sdn Bhd – Group Product Manager, and Dutch Lady Milk Industries Bhd – Group Brand Manager (Regional)

In her many years working with the various MNC's, she had worked through various roles within Brand Management such as New Product Development, product launches into the various Trade Channels, advertising and promotions planning and executional excellence. She had also played the intermediary/lobbying roles between the MNC's she was engaged with and the relevant Government Ministries and Agencies.

She has deep passion in branding and marketing of various product categories such as nutritional products, personal and home care products for both the mainstream and high end segments. Ideation, New Product Development, product concept and research, Forecasting and Budgeting, development and commercialization aspects in product and marketing development is what she's been breathing in and out for 15 years. Her favourite advice to excel in brand management and marketing is about being committed, driven, and a believer in what you do and aspire for. And you must love talking and communicating to people from all walks of life.

She is currently pursuing a totally different role in Human Capital and Entrepreneurship Development at Malaysian Biotechnology Corporation "BiotechCorp" as Vice President, Capability Development, Strategic Planning Division.