



INSTITUTE OF MARKETING MALAYSIA

DATO' SHARIFAH MOHD. ISMAIL



President of Institute of Marketing Malaysia (IMM)

As the President of Institute of Marketing Malaysia, Dato' Sharifah Mohd. Ismail leads a non-profit/non-government organization (NGO) committed to providing training and education programmes to further enhance the marketing skill of its members and other professionals in the industry.

Sharifah started off her career in Jabatan Telekom Malaysia (JTM) and grew with the telecommunication organization through its privatization, corporatisation and globalisation process along the years. With over 30 years of experience in Telekom Malaysia (TM), Sharifah brings with her a wealth of experience in corporate communications, marketing and customer service having served various positions in the organization. Her last position at Telekom Malaysia was Head of Customer Service.

After her career at Telekom Malaysia she moved on to join Puncak Niaga (M) Sdn. Bhd. (2004-2006) as the Senior General Manager Corporate Communications whereby she managed all aspects of public relations and corporate communications for the company.

She currently runs her own Consultancy firm and has the flexibility to focus on IMM and take it to the next level. Sharifah serves on the Board of Trustees for the Federation of Malaysian Consumer Associations (FOMCA), ERA Consumer Malaysia's Advisor, Member of Institute of Public Relations Malaysia (IPRM), Member of Asia Pacific Marketing Federation as well as a Member of the World Marketing Association (WMA). She is also a Certified Professional Marketer awarded by the Asia Pacific Marketing Federation.

She is a Fellow of the Institute of Marketing Malaysia (IMM) as well as an Accredited Public Relations Practitioner awarded by IPRM. The World Brand Congress 2009 held in Mumbai recently bestowed on her the Brand Leadership Award making her the first woman professional to receive the international award.

She was recently appointed as an Adjunct Professor to the Graduate School of Management (GSM) Universiti Putra Malaysia (UPM). She is also a member on the Board of Advisors Faculty of Economics and Business Universiti Kebangsaan Malaysia (UKM) as well as Faculty of Business Admin Universiti Darul Iman Malaysia (UDM).

She holds a Diploma in Public Administration and a Masters in Mass Communications from Universiti Teknologi MARA (UiTM), Shah Alam.