



Brian Fisher
Caltex Global Brand Manager
Chevron International Pte Ltd

Brian Fisher is the Caltex Global Brand Manager for Chevron International Pte Ltd, a position he has held since mid-2009. Prior to that Brian was our Integrated Marketing Manager for Asia from when he joined us in 2005.

Based in Singapore, Brian is the leader of the team responsible for developing and executing the Caltex™ brand strategy. Caltex is the main marketing brand for the Chevron Corporation in the 'Eastern Hemisphere'.

Brian oversees the development of regional consumer-facing programmes and tools, including the creation of new advertising and communications campaigns using traditional and new media platforms, including the successful Supa Strikas programme and other sponsorships.

Brian has more than 20 years of industry experience, working at McCann-Erickson as an Advertising Account Director in Singapore and his native Sydney, before joining Chevron.

In his previous role at McCann-Erickson, Brian was an integral member of the original team that conceptualized the Caltex "What Drives You" campaign back in 2001. 10 years on he now leads the team that roles out the new Caltex campaign: 'Enjoy The Journey'.