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Mark Bowling is a well-travelled brand marketing and communications problem solver focused on creating innovative pragmatic solutions in a short space of time. Having worked in creative, digital and media agencies in various strategy and planning roles, as well as a stint managing the P&L of a Digital Consultancy, Mark is one of the few to have successfully bridged the brand strategy, digital and media environments. Mark currently runs Remarkability, a Singapore-based global marketing solutions & facilitation company. Recently Mark served as lead Managing Partner in APAC for IPG Mediabrand (Universal McCann and Initiative), previously ran the global Samsung Electronics brand, media and digital business for five years at Publicis Groupe, and was Asia head of strategy and research for Starcom. A Brit, Mark studied in the UK and US, and is currently based in Singapore. A Pilates nut, Mark annoys many by walking on his hands frequently.