



**Melisa Teoh**  
Head, Group Brand & Strategic Marketing  
Great Eastern Life Assurance Co Ltd

Melisa Teoh has over 18 years of experience building global brands in Asia and leading cross-functional teams across China, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

Melisa is leading regional and global agendas to generate profitable growth in Asia by putting customers at the heart of the business; changing the approach to brand management, product development and the way customers experience brands from the stage of acquisition through advocacy.

Over the course of her career, Melisa led both agency and advertiser teams to win multiple creative and marketing industry awards including the Effies and Spikes. Her advertising and brand marketing experience spans top global agency networks Dentsu Y&R, McCann-Erickson, JWT and regional bluechip multinational organisations including McDonald's, Nestle, Shell, Unilever, Aviva, Johnson & Johnson.

In her role as Head of Group Brand and Strategic Marketing at Great Eastern, Melisa is leading the effort to evolve Great Eastern's brand marketing strategy to help the 105 year old insurer build its brand leadership in the Southeast Asia region.