



**Omar Shaari**  
CEO  
Dentsu Utama

Omar's career in advertising spanned over 25 years. He has worked with American, European, local and now a Japanese advertising agency. In between these, he also founded his own agency, which was later sold to the then BCom3 Group (which has since been bought over by the Publicis Groupe).

In 2005 Omar was entrusted by Dentsu Inc. to set up Dentsu Utama and today the agency has a staff force of more than sixty personnel and a capitalized billing of RM65 million. Some of Dentsu Utama's key clients include Honda, Panasonic, TM, I&P and RHB Bank.

Omar has served as jury at the Malaysia Effie Awards for two years in a row (2012-2013).