



Robin Nayak
Regional Head of Strategy, South East Asia
TBWA Group\Singapore

Robin is an award-winning strategist, who has over twenty years of experience in developing brand, marketing and creative communications strategies for many of the world's leading corporations. These include Visa, BMW, Caltex, DBS Bank, Adidas, Corona, The Ritz-Carlton, Sentosa, AIA and both Sony's consumer electronics and TV networks.

He has been the global strategic head for both Standard Chartered Bank and Singapore Airlines for close to ten years. He also leads the group's consulting unit and is a member of the Singapore agency's management team.

As Regional Head of Strategy for South East Asia, based in Singapore, Robin is responsible for network strategy initiatives and raising the quality of strategic planning across the region.

Robin has been with the agency since 1998 and has been based in Asia since moving from the UK in 1991.