



Patrick Grove
Group CEO of Catcha Group

"Mawarni is a total rockstar; we gave her such a demanding and complicated timetable, but she nailed it and made everything a breeze! Can't wait to work with her again! And the final product was totally beyond my expectations!"



Azran Osman-Rani
CEO, Business Builder and Investor

"Mawarni led a marketing campaign that I was a part of. She combines high-level conceptual creativity with the execution discipline and follow-through that's needed to bring great marketing ideas to life - on time, and on budget. I would recommend working with her if you want that personal senior-level handling and attention to detail."



Joel Neoh
Founder of Fave

"Dedication, creativity and an uncanny ability to connect ideas and people...from brainstorming to executing the branding campaign that I was a part of; I can't be happier with the entire process and the successful outcome."



Rafiza Ghazali
CEO of KAF Islamic Bank

"Mawarni was instrumental in giving the project the zest that was needed, given the target audience of the platform. She handled all communication and deliverables of the engagement with high professionalism. It was a pleasure having her on the team, and I would recommend her to anyone who is looking for a creative solution for a similar engagement." *[Note: This quote was given when Rafiza was the SVP at Sime Darby. It was for the branding and marketing strategy for a consumer engagement platform pilot project that was launched in January 2017].*



Mark Anthony

Executive Director, Head of Regional Bancassurance at Sampo Holdings (Asia)

"We showed her the box, she showed us what we could do from the outside looking in. It is natural to be skeptical about colleagues who do not come from the insurance industry. Truth be told, that was how it was, but Mawarni not only gave us different lens to view ourselves, but she also made overly complicated planning and organization into an artform that stressful events and tasks were met with enthusiasm and excitement. There was always a more fun approach to tackling a problem which did not require compromise or bending the rules. A true marketing evangelist who constantly seeks to understand and address consumer needs, someone who truly understand that "customer" is key in Customer Value Proposition."



Abdul Sani Abdul Murad

Group Chief Marketing Officer at RHB Banking Group

"I've known Mawarni as a professional marketer when we were part of the judging panel in numerous renown Marketing Awards Show. She comes across as a very outcome-focused individual who's very passionate about what she does. Mawarni is always bursting with creativity whenever a challenging issue is at sight, while maintaining her poise in actively engaging people with diverse views. She has the ability to steer everyone to get the best possible resolve and results that's agreeable to all. She strongly believes in people development and ever willing to seek to find opportunities to train and coach her team to be well equipped with the knowledge & experience to deliver result-based work, as she believes that one has to continuously seek out new knowledge in order to stay current and relevant. It's a mantra she holds dearly, thus she is a constant learner herself. Indeed, she possesses an attribute that's a hallmark of a great leader."



Rob Nolan

Chief Marketing Officer

"I had the pleasure of recruiting and working with Mawarni at iflix and without hesitation I would recommend her as a great leader and marketer. Hugely enthusiastic, and passionate about putting the customer at the heart of everything, Mawarni can carefully craft exceptional work by balancing both big idea generation with great execution. Mawarni's calm, sincere and authentic approach inspires loyalty with those she works with."

**Shaun Tay**

Co-Owner and Chief Executive Officer of FCB Group Malaysia

"I have worked with many senior marketers in my career and the one, singular trait I look for most to determine if a client is worth investing time in is having a VISION. Mawarni has that and more. She can see the long game and to make the hard decisions necessary to achieve the game's end goal. In an industry that's becoming increasingly plague by short-termism, that is a rare ability and typically possessed by those blessed with strategic foresight. In saying that, Mawarni's ability to think on her feet and calling the shots required in today's accelerated world should not be discounted. 2020 was a testament to that as together, we successfully pivoted major campaigns that otherwise would have been shelved. I would absolutely have no hesitation in working alongside Mawarni, she's top notch in my book."

**Mehul Mandalia**

Co-founder and Head of Product, Moving Walls

"Mawarni has got that rare combination of creative flair and attention to detail. Having worked with her in various capacities both as an external vendor and partner, one thing that has always stood out is her ability to constantly learn and implement new ideas. I have personally witnessed how she transformed a traditional insurance company into a recognisable, award-winning, and talked-about brand in a short span of time while growing a young and talented in-house marketing team. I would definitely recommend reaching out to Mawarni for designing and implementing successful brand strategies, marketing campaigns, and customer experience programs."

**Albert Tan**

Learning and Development Lead

"I believe in growth through learning. Mawarni and I were colleagues at our previous roles in a general insurance company. Through our collaborations in her role as the head of the marketing department and me as the L&D lead, she had given me the outlet to be innovative and creative in designing learning outcomes, organizing events like townhall and team building. If there's been any growth I see today, it's through working and interacting with her."



Al-Ishsal Ishak

Former Chairman of MCMC and FMT News

"Mawarni and Marketing are as synonymous as the "M" that precedes them. I had the privilege to collaborate with Mawarni on a variety of high impact brand building and customer acquisition initiatives while she was Head of Marketing at Tune Ins Holdings Bhd. Mawarni's flair to be on the pulse of consumer behaviour matched AirAsia's aggressive conversion targets. Flowing with fresh ideas and energy are two apt descriptions of her work ethos, as is integrity. Thus, the results that followed was no coincidence."



Greg Paull

Principal and Co-founder of R3

"I've always been an advocate of best practice, transparency and innovation - and as I learnt more about Mawarni's initiative, it's clear this was the true baseline for this. It's an honor to be partnering with Mawarni. I admire her vision and drive."



Mandakini Negi

Co-Founder and Head of Sales, Moving Walls

"My association with Mawarni started as her being the client and over the years has developed into a partnership all because of the Experience, Credibility, and Trust she brings to our partnership. Mawarni has established her authority in this fast-paced Marketing world by preparing for constant changes that today's business environment demands by designing the future for Brands, strategising and showing boldness to Execute. I have seen her consistently elevate her potential by pushing boundaries and bringing innovative thinking processes to the table. Moreover, due to her clarity and simplicity in thinking, and excellent command on communication, she has been easy and a pleasure to work with as a client and a partner."