



Sharifah Kasim

Head, Group Corporate Communications & Sustainability

Sharifah is responsible for the Group's strategic internal and external communications in corporate development, crisis communications, merger & acquisition exercises, as well as achievement of corporate milestones to enhance the Group's image and foster confidence among stakeholders.

History

She spearheads the overall development and management of Sustainability initiatives including the Group's Sustainability Framework and related processes including reporting and communications.

She is experienced in strategic communications with a demonstrated history of serving the spectrum of corporate communications including media relations, crisis communications, branding and internal communications backed by a strong foundation in journalism.

She also held various positions in the Group including former Head of Media and Investor Relations at DNeX and Head of Strategic Communications at Dagang Net Technologies Sdn Bhd.

She has more than 10 years of experience in the media industry with her last appointment as Assistant News Editor at the New Straits Times, Malaysia's leading English daily before transitioning to corporate communications.

She holds a Bachelor of Arts in International Relations, Minor in Political Science, University of California-Davis, United States of America. She has a Certificate in Investor Relations from Investor Relations Society, United Kingdom.