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# CHERYL GOH

Group Vice President of Marketing and Sustainability and the Founding Chief Marketing Officer of GRAB, Southeast Asia's Leading Super App

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## Topics

- Leadership
- Technology

Cheryl Goh is a pivotal figure in the success of GRAB, Southeast Asia's leading super app, where she has served as the Vice President of Marketing since joining the early founding team in 2013. Her strategic vision and leadership have been instrumental in transforming GRAB from an obscure Malaysian brand into one of Southeast Asia's most valuable and recognized brands. Cheryl is one of the few Chief Marketing Officers (CMOs) who have led a brand from its inception, demonstrating her exceptional commitment and impact.

Currently, Cheryl leads the marketing and sustainability efforts for the group, covering all of GRAB's business verticals, including mobility, deliveries, financial services, and enterprise.

In her role, Cheryl shapes the overarching strategy behind GRAB's brand and reputation. She oversees GRAB's marketing efforts across Southeast Asia, leading a team of over 500 professionals. Her leadership spans the entire marketing spectrum, including user acquisition, demand growth, advertising, promotions, branding, social media, public and corporate reputation, marketing research, and insights.

Cheryl also drives GRAB's sustainability initiatives and social impact projects, advocating for inclusive capitalism to address issues like poverty and climate change. Additionally, she spearheads GRAB's loyalty programs, including GrabUnlimited and GrabReward points. She runs a marketing centre of excellence that supports GRAB's subsidiaries, which include three banks and a large supermarket chain in Malaysia.

Beyond her role at GRAB, Cheryl serves as a Board Member of Malaysia Aviation Group and Malaysia Airlines Berhad. She is also a member of the Global Executive Committee of the World Federation of Advertisers (WFA). Furthermore, Cheryl is an active committee member of Tengah Island Conservation and was honored as an Acumen Fellow in 2021.

Cheryl's contributions have been widely recognized. She has been serving on the Global Executive Committee of the WFA since 2021 and was listed in the Influence 100 from 2019 to 2023. In 2023, she was featured in the Wiki 100 as one of the 100 Changemakers Creating Real Impact in Malaysia. Cheryl's excellence was also acknowledged in the APAC Effies 2022, where she achieved 2nd place for Brand of the Year and 3rd place for Marketeer of the Year. She has been nominated for the WFA Global Marketer of the Year in 2019 and 2022, and featured in the Asia-Pacific Power List from 2018 to 2021. Additionally, she was honored in the Women Leading Change Awards in 2020 and has delivered impactful talks as a TEDx Speaker.

Cheryl is a staunch believer in leveraging business for social good. She is passionate about building an inclusive capitalist system that not only drives economic growth

but also addresses critical social issues such as poverty and climate change. Her commitment to sustainability and social impact is evident in her leadership at GRAB and her involvement in various boards and committees.

Cheryl Goh's remarkable journey and contributions to GRAB have made her a prominent figure in the marketing world, inspiring many with her dedication, creativity, and strategic acumen.

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