

TOP 25

ECOMMERCE LEADERS 2022

SOUTHEAST ASIA



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WELCOME

Ecommerce marketers play a crucial role in the success of any organisation today. While often thought to be technical in nature, the truth is, today's most successful eCommerce professionals must possess creative skills to think out of the box and captivate audiences.

These individuals need to be able to understand their target audience, identify trends, and develop messaging and campaigns that resonate with customers.

Given the talent grab across many Southeast Asian markets, today's eCommerce leaders also need to know how to inspire and lead a new generation of individuals entering the workforce.

Keeping this in mind, we decided to honour the top 25 eCommerce leaders in Southeast Asia from *MARKETING-INTERACTIVE'S* Asia eCommerce Awards 2022. The objective of this list was to feature great examples of B2C, B2B, and DTC eCommerce initiatives from an array of industries across the region.

We believe it's important to highlight the work that eCommerce marketers and professionals are doing as the space continues to grow in importance and become a critical part of many businesses' strategies.

Our focus includes B2B, manufacturing, pharma/healthcare, hotels, airlines, DTC, retail, CPF, FMCG, and FSI industries, because we wanted to showcase a diverse range of industries that are excelling in eCommerce.

What we did not include were marketplaces, site aggregators, super apps, OTT platforms, and agencies, as our centre of attention was on individual leaders driving innovation and success within their respective industries.

We relied on submissions, nominations, and our knowledge of the market to select the 25 individuals being featured today.

We looked at their roles and responsibilities; their initiatives and objectives; examples of their best work; primary challenges or barriers; examples of innovation and strategic thinking; testimonials; exceptional actions; and of course, results. We took into account the testimonials given to us from across the industry.

We are excited to share these leaders' examples of innovation, strategy, and exceptional achievements over the past three years. The leaders featured in this report have pushed boundaries and driven eCommerce success for their organisations. We hope their stories will inspire and provide insights for those looking to drive eCommerce growth in their own businesses.



Rezwana Manjur
Regional Editor-in-Chief



THE SOUTH EAST REGIONAL COUNCIL HAS COMPILED THIS REPORT TO GIVE AN OVERVIEW OF THE REGION'S ECONOMY AND COMMERCIAL ENVIRONMENT. THE REPORT IS A GUIDE TO THE REGION'S ECONOMIC AND COMMERCIAL ENVIRONMENT.

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JOSHUA EMBLIN

Sales Director, **IBM**,
CommerceOne

NISHI SETH

Industry Marketing Lead,
Google Cloud Africa

“As a region, South East Africa's commerce sales growth is outpacing its regional counterparts which indicate that it is primed for innovation and growth.”

As the South East African region continues to grow, it is becoming a more attractive investment destination.

The region's strong economic growth and stable political environment are key factors driving investment.

Investment in infrastructure and human capital is essential for long-term growth.



Deborah Chong is a highly respected senior e-commerce leader who has made a significant contribution to the business growth and value of the companies she has worked at.

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DEBORAH CHONG



Global e-commerce director,
Danone

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Top 25 Profiles

Lyubomir Minkov has been instrumental in the growth of FairPrice Online, the online grocery retailer, since its launch in 2015. He has led the company's marketing and sales efforts, driving significant revenue growth and market penetration. Minkov is a strategic thinker and a proven leader, with a track record of success in the e-commerce industry.

With his extensive experience in digital marketing and sales, Minkov has successfully led the company's marketing and sales efforts, driving significant revenue growth and market penetration. He is a strategic thinker and a proven leader, with a track record of success in the e-commerce industry.

His expertise in digital marketing and sales has been instrumental in the company's success. He is a strategic thinker and a proven leader, with a track record of success in the e-commerce industry.

Lyubomir Minkov is a strategic thinker and a proven leader, with a track record of success in the e-commerce industry. He is a strategic thinker and a proven leader, with a track record of success in the e-commerce industry.

With his continued perseverance and determination to achieve results, Minkov is regarded as an industry leader and innovator to greater heights.

LYUBOMIR MINKOV



Senior vice-president,
head of marketing,
FairPrice Online

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Top 25 Profiles

She is one of the leaders in digital marketing in the Far East Hospitality Management sector in Singapore and in hospital chains. She is highly regarded among her peers for her innovative approach to problem-solving skills.

Her career in the Far East Hospitality spans in 20+ years in managerial positions, spanning across different levels of senior management, where she successfully managed the digital marketing strategy.

She worked for the Far East Hospitality Management in different countries, where she had the opportunity to explore the emerging prospects of the digital marketing. Her role is responsible for the development, execution and management of the digital marketing strategy, which includes the development of digital marketing strategy, content creation, and management of the digital marketing budget.

As the digital marketing strategy responsible for driving digital marketing efforts, she has successfully implemented a digital marketing strategy that has driven significant growth for the organization. She has also been instrumental in the development of digital marketing strategy, which includes the development of digital marketing strategy, content creation, and management of the digital marketing budget.

Her career in the Far East Hospitality Management in Singapore and in hospital chains, where she is currently working, has been instrumental in the development of digital marketing strategy, which includes the development of digital marketing strategy, content creation, and management of the digital marketing budget.

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PNG YUXIN



Director of digital marketing,
Far East Hospitality
Management

She is highly regarded among her peers for her innovation, leadership, and problem-solving skills.

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