

ADVERTISING, BREAKING NEWS, DIGITAL, MARKETING

## Seni Jaya appoints former Big Tree Chief as new CEO

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Main Market-listed provider of outdoor advertising services, Seni Jaya Corporation Berhad has appointed Jeff Cheah as CEO.

Jeff is a well-recognized professional in the advertising industry with over two decades of

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During his tenure at **Big Tree**, Jeff introduced various successful initiatives that reinforced the company’s leadership positioning such as pioneering digital out-of-home (DOOH) media, LRT station naming rights as well as developing new billboard structures with aesthetic designs.

In 2016, Jeff led a consortium made up of Big Tree and Seni Jaya to bag the exterior advertising concession from MRT Corp for MRT Line 1. He subsequently launched a whole new array of MRT media offerings the following year.

He tells **MARKETING**, “I am familiar with the Seni Jaya Group, having served as consultant since 2017. There’s a lot of potential and value in Seni Jaya that can be unlocked and I want to help bring the Group to the next level.”

“After a difficult 2020, Digital and Out-Of-Home (OOH) adspends are actually growing, fuelled by the acceleration of digitisation efforts nationwide. I think there are interesting opportunities in these two segments and I hope to share some positive news soon.”

Seni Jaya has also appointed Mr. Julian Koh Lu Ern, a chartered accountant, as their new Independent Non-Executive Director. He has vast exposure in the advertising industry, having served as the Group Finance Director of People ‘n Rich Holdings Sdn. Bhd.



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