

Seni Jaya Corp appoints Jeff Cheah as new CEO

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KUALA LUMPUR: Outdoor advertising services provider, Seni Jaya Corporation Bhd (SJCB) has appointed Jeff Cheah See Heong as new chief executive officer (CEO) effective immediately.

Jeff Cheah is a professional in the advertising industry with over two decades of experience in the out-of-home media segment, which comprises outdoor billboard, retail malls, rail transit as well as airport media.

He had previously spent 17 years in another leading advertising agency, Big Tree Outdoor Sdn Bhd (Big Tree), a wholly-owned subsidiary of Media Prima Bhd, where he rose through the ranks to become the CEO from 2011 to 2017.

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

In 2016, he led a consortium made up of Big Tree and SJCB to bag the exterior advertising concession from MRT Corp for MRT Line 1.

An innovator at heart, Jeff Cheah and the team had a successful debut and subsequently launched a whole new MRT media offerings in the following year.

Commenting on his new role, Jeff Cheah is honoured to lead SJCB forward.

"I am familiar with the company, having served in the capacity as consultant since 2017.

"There is a lot of potential and values in SJCB that could be unlocked, and I am ready for the opportunities as well as challenges,

and I believe I can bring the Group to the next level," he said in a statement today.

He said after a difficult 2020 that was impinged by the implementation of restrictive movements by the government, the company is now seeing gradual recovery in advertising spend or adspend.

"Within the adspend continuum, the digital adspend and the out-of-home (OOH) adspend segments are actually growing, fuelled by the

accelerating digitisation efforts nationwide.

"I think there are interesting opportunities in these two segments and I hope to share some positive news soon.

"All in all, it will be exciting times ahead for SJCB," he said.

The appointment of Jeff Cheah is in-line with SJCB's aspirations and moving forward plans to corporatise the company in order to create long-term sustainable growth.

The company has also appointed Julian Koh Lu Ern, a chartered accountant, as the new independent non-executive director.

He has vast exposure in the advertising industry, having previously served as the group finance director of People 'n Rich Holdings Sdn Bhd.

In addition, Julian has more than 35 years of experience across various competencies such as strategic planning, accounting, corporate finance, risk management and taxation, amongst others.