



Ogilvy & Mather Announces New Group Managing Director for Malaysia Anand Badami takes over from Andre Nair

[Kuala Lumpur: August 16 2011] Ogilvy & Mather has promoted Anand Badami to the role of Group Managing Director, Ogilvy & Mather Malaysia, in addition to his current responsibilities as Regional Business Development Director for Nestle. Previously based in Singapore, Anand will move to Malaysia and take over the position from Andre Nair later this month. Prior to moving to Singapore, Anand was Country Head, Ogilvy & Mather Indonesia.

“We’re delighted Anand has accepted this new challenge and we’re grateful to Andre for his commitment to strengthening the agency during his two-year tenure. Malaysia is key to our Southeast Asia growth strategy and an agency we’ll continue to invest in,” **said John Goodman, Regional Director, Ogilvy & Mather ASEAN and President, Ogilvy Action, Asia Pacific.**

A long time Ogilvy stalwart, Anand first joined Ogilvy in India where he played an instrumental role in launching Dove in-market. During his 15-year career with the network, Anand has worked across multiple Asian markets on clients portfolios that include: Unilever’s Dove and Ponds, Nestlé’s MILO and UPS.

Anand will oversee the growth and development of the Malaysian office as well as partner with the agency’s key clients which include: Maxis, Nestle, MAS, Shell, IBM, Guinness, BAT, Coke, Goodyear and Pizza Hut. The agency has experienced strong growth year-on-year and more recently won a slew of international accolades including the Gold, Silver and Bronze Cannes Lions and Silver Pencil in the One Show.



Andre Nair will leave the agency after fulfilling his two-year contract at the end of September to return to his consultancy role.

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