



MMU 2016 EXECUTIVE TALK

ADJUNCT PROFESSOR TAN SRI DATO' SRI ZAMZAMZAIRANI MOHD ISA
GCEO TELEKOM MALAYSIA BERHAD

Tan Sri Zam shared his insight at MMU's Executive Talk



On 4 August 2016, YBhg. Tan Sri Dato' Sri Zamzamzairani Mohd Isa, the Managing Director and Group Chief Executive Officer of Telekom Malaysia shared his insight in the Executive Talk GCEO on the topic of 'Strategic Communication' at Multimedia University (MMU). The talk was attended by more than 50 students of Foundation In English (FIE), Bachelor of Strategic Communication (B.Comm) as well as Faculty of Management (FOM). Also present, Prof. Ahmad Rafi Mohamed Eshaq, the President of MMU and Associate Professor Dr. Madhubala Bava Harji, the Dean of Learning Institute for Empowerment (LiFE).



In the two hours eye-opening speech, he shared the broad spectrum of strategic communications particularly in the global, national and TM's point of view. The audience learnt how TM manage to face the challenges of executing the vision to be the Convergence Champion and Go Digital programme which in line with Life Made Easier slogan through the effective internal and external communications.

the student to work smart in the 'work-life integration' way, with determination and greater purpose of life in making good impact to the live of people. During the session, he expressed his pleasure and several student took the opportunity to ask questions to gain deeper knowledge and experiences with the GCEO.

Since the challenges in the fourth Industrial Revolution era nowadays are huge, he advised

In conjunction with MMU 20th Anniversary celebration, the university will organise another two more Executive Talk GCEO Series in which the next session will be on 9 September 2016 at MMU Melaka Campus and then followed by 8 November 2016 at MMU Cyberjaya.

