



JOHN DOODY CHACKO

John is a 35-year veteran of Branding and Marketing and started his marketing career in Kraft Foods Australia as Marketing Director before joining Coca-Cola where he was head of Marketing for several divisions internationally based in London, Venezuela, Thailand, Morocco, Egypt & Hong Kong before returning to Malaysia under the Malaysian Talent Corporation Program in 2011 to be CMO & CEO/ MD for Khazanah entities- Proton and LeapEd.

He has served as Judge, Jury Chairman for the Malaysian Effie Awards, Judge for the Malaysian APPIES Awards, and CMO Awards.

He was President of the Australian Marketing Institute, Victoria, and is currently President of the International Advertising Association (IAA) Malaysia, VP IAA Education Asia, and IAA World Board member. He is the Founder and CEO of the JDCBrandTruth.

He is also an Adjunct Professor at UiTM Faculty of Communication and Media Studies, Shah Alam and Chairman of the IAA 46th World Congress in 2022 to be held in Malaysia.
