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KUALA LUMPUR: Maybank Asset Management Sdn Bhd (Maybank AM) has appointed Badrul Hisyam Abu Bakar its new chief executive officer, effective Jan 3.

Maybank AM said Badrul Hisyam will drive growth and manage operations for the Malaysian outfit, which in turn will support its goal of becoming a key regional player in the asset management industry by 2017.

He will play a critical supporting role and report to Maybank AM group chief executive officer Nor' Azamin Salleh, who oversees and leads the regional development of Maybank's asset management business.

"Going forward, in 2014, Maybank AM is focusing on expanding both its conventional and Islamic product offerings," Nor' Azamin said in a statement.

The company will build a wider distribution network regionally via new avenues such as an agency force and tap into other innovative platforms to create a better reach, he added. — *Bernama*