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**PETALING JAYA:** Maybank Asset Management Sdn Bhd (Maybank AM) has appointed Badrul Hisyam Abu Bakar (*pic*) as CEO for Malaysian operations, effective Jan 3.

It said Badrul would report and play a supporting role to its group chief executive officer Nor' Azamin Salleh, who oversees and leads the regional development of Maybank's asset management business.

Badrul was previously chief investment officer since 2010, and later became the regional head of

investment when Maybank AM underwent a regional expansion exercise in late 2011.

Azamin said Badrul was the ideal candidate for the role given his regional exposure and investment background from experience in the asset management industry.

"He will drive growth and manage operations for the Malaysian outfit, which in turn supports Maybank AM's goal of becoming a key regional player in the asset management industry by 2017," Azamin added.