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MAYBANK Asset Management Sdn Bhd (Maybank AM) — a part of Malayan Banking Bhd's (Maybank) asset management business — has appointed Badrul Hisyam Abu Bakar (*picture*) its CEO to drive growth and manage operations for its Malaysian outfit.

The appointment took effect on Jan 3, 2014, said the banking group in a statement yesterday.

Badrul Hisyam will report and play a critical supporting role to the current Maybank AM Group CEO,

Nor' Azamin Salleh, who oversees and leads the regional development of Maybank's asset management business.

Badrul Hisyam joined Maybank AM in 2010 as the CIO and later became the regional head of investment when Maybank AM underwent a regional expansion exercise in late 2011.

Commenting on the appointment, Azamin said over the past two years since Maybank AM had embarked on its regionalisation exercise, the asset manager has built a strong foundation, with

broadened investment capabilities and expertise focusing on the Asian region, enhanced product manufacturing skills, and robust compliance and risk management framework which strengthened its on-the-ground presence in Asean.

Maybank AM is a wholly owned unit of Maybank through Maybank Asset Management Group Bhd (formerly known as Aseamlease Bhd).

As of end of last year, Maybank AM's total assets under management stood at RM12.5 billion.

