

Raymond Siva joins Edelman in KL as MD

KUALA LUMPUR, MALAYSIA: On the back of a year of strong growth for Edelman in Malaysia, Raymond Siva joins Edelman in Kuala Lumpur as managing director to build on the public relations firm's strong brand, technology, healthcare and digital foundations. After six years managing the business, Karen Hoh moves into a dual role as client services director and senior counsellor, Health Practice, Southeast Asia.



Previously general manager for Grey Two PR, Siva has more than 15 years of experience in corporate reputation management, brand marketing and sports marketing public relations.

Said Bob Grove, managing director, Edelman, Southeast Asia, "Raymond brings strategic understanding of how to work across industries and numerous stakeholder audiences. His deep experience navigating the interactions between business, government and civil society will help companies shape their communications and engagement strategies for optimum outcomes. At the same time, Karen's move will strengthen and deepen our total offering across Southeast Asia, as she works with local teams to deliver integrated multi-stakeholder and multi-channel campaigns for our clients."

Siva said that Edelman's independence, entrepreneurial culture and thought leadership were key factors in joining the firm, as well as its commitment to developing the careers of team members. He says he believes Edelman's research-based insight is constantly challenging the way businesses engage with their multiple stakeholders in what he called "an increasingly complex communications landscape".

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