

**FOR IMMEDIATE RELEASE**



**Clozette Group Appoints Mark Rodrigues As Business Head, Malaysia**

Industry veteran with over 25 years of experience to drive growth in Malaysia for award-winning digital marketing company Clozette Group

**SINGAPORE, 24 February 2022** – Award-winning digital marketing company **Clozette Group** has today announced the appointment of Mark Rodrigues as Business Head for Clozette Group in Malaysia.

Mark will lead the overall business in Malaysia, where his responsibilities include driving growth for all of Clozette Group's business lines, including the development of cross-border marketing opportunities between Malaysia and other regional markets, through which he can leverage the group's presence in Singapore, Philippines, Indonesia, and Japan.

Prior to joining the group, Mark was the Business Head of BuzzOne in Malaysia. An advertising and media industry veteran with over 25 years of experience, he has led commercial operations across a variety of roles in both digital and traditional media sectors that run the gamut from influencer marketing to social media intelligence services. His strong foundation in the media sector was built early in his career at Media Prima Berhad, where he spent over a decade honing his industry knowledge and expertise as Account Manager.

Malaysia is an important market for Clozette Group – a report by leading market data company Statista [forecasted that revenue in Malaysia's digital media market is projected to reach US\\$749m in 2022](#). Separately, a survey conducted by leading online market research company Rakuten Insight revealed that approximately 75 percent of Malaysian respondents stated that they followed at least one influencer on social media as of October 2020.

On the appointment, **Roger Yuen, CEO and Founder of Clozette Group**, to whom Mark will report, said: *"Mark's management, business and leadership expertise will be instrumental in navigating this fast-growing market, as we help brands decipher and harness the evolving content consumption behaviours of consumers in the new normal. I am confident that Mark will further strengthen our position in the digital marketing landscape, and broaden our influencer and content marketing services here."*

*"I am thrilled to be part of a team that is committed to delivering innovative, result-oriented marketing solutions, supported by a full arsenal of digital assets and an extensive regional network of content creators and influencers. One of my key tasks at Clozette Group is to accelerate the growth of our influencer and content marketing services, and to roll out fresh initiatives with the aim of further strengthening our offerings for the Malaysian market. In this unprecedented era of digital disruption, we are focused on optimising return on investment for our clients,"* said **Mark Rodrigues, Business Head, Clozette Group Malaysia**.

For more information on Clozette Group, visit [clozettegroup.co](https://clozettegroup.co).

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## **ABOUT CLOZETTE GROUP**

Founded in 2010 and headquartered in Singapore, Clozette Group is a digital marketing company anchored on content that performs. Clozette Group has enabled over 500 brands and partners across Southeast Asia and Japan, powered by in-house production capabilities, an array of digital assets, and an inclusive network of more than 15,000 content creators, influencers, and talents boasting a combined total of 2.5+ billion followers.

Clozette Group owns and operates TheBeauLife, an online beauty and lifestyle destination for contemporary consumers, and CoolJP, a business unit and ecosystem that bridges opportunities between Japan and Southeast Asia. The company is venture-backed by Walden International, Phillip Private Equity and Cool Japan Fund, a public-private fund under the Ministry of Economy, Trade and Industry of Japan.

[clozettegroup.co](http://clozettegroup.co)

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High-resolution images are available [here](#).