

THE GURUS

MEET THE SPEAKER

TOPIC 2: BRANDING & MARKETING MANAGEMENT

Long Yun Siang

Better known as Long, he started his career at Leo Burnett in the early '90s and brings 32 years of marketing and branding experience. After senior roles at LB, JWT, and DDB, he founded his consultancy, Roar Point, in 2009.

At Roar Point, Long and his team help MNCs, PLCs, and SMEs with practical marketing and branding solutions using his created system. Their fresh approach has earned respect and multiple regional and global marketing effectiveness awards. Long's philosophy is simple: marketability begins with remarkability, and marketing should be a culture, not just a department.

He's a sought-after speaker and trainer, having shared his knowledge in Taiwan, Singapore, Indonesia, and Malaysia. With 32 years of hands-on experience, Long stands out as someone who bridges real-world business practice with marketing and branding know-how, a rare mix of seasoned consultant and active educator.

He has authored *Rethink Your Marketing Questions. And Answers.*, *500 Questions to Inspire a Better Marketing Plan.*, and *Let's Do This*. Long also lends his expertise as a judge for the Malaysia Marketing Effectiveness Awards (Effies), Taylor's University, CIMB Islamic Entrepreneurship Programme, and as a trainer at the SME100, CEO Academy.

Passionate about sharing, Long writes every working day on his company's blog (rawpoints.blogspot.com), which proudly holds the Malaysia Book of Records title as the "Longest Running Business Blog."



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Principal

Roar Point Sdn Bhd
(www.roarpoint.com)