

## Sherene Azli

Sherene Azli took office as the Chief Executive Officer of the Malaysia Health-care Travel Council (MHTC) or better known as Malaysia Healthcare in year 2015. Within her short stint with MHTC, an agency under the Ministry of Finance Malaysia, Sherene facilitated to raise Malaysia's silhouette as the "preferred destination for world-class healthcare services".

Sherene's fortitude to see Malaysia as the leading global healthcare destination is becoming a reality as the country was awarded as the "Destination of the Year" in 2015, 2016 and 2017, with a highly commendable mention in 2018, by International Medical Travel Journal (IMTJ).

Not resting on her laurels, Sherene continues to inspire and develop her team and the industry stakeholders for a bullish few years in order to further alleviate Malaysia Healthcare's standing as the leading global healthcare destination, targeting to host more than a million healthcare travellers by 2020.

Sherene has a proven executive management track record and over 20 years of experience driving marketing growth in various industries. Prior to joining Malaysia Healthcare, Sherene was the General Manager at Talent Corporation Malaysia, playing an instrumental role in building strategies for talent development in 12 key sectors. Preceding that, she was with Telekom Malaysia for 15 years, entrusted with high level positions such as Vice President of Group Marketing and subsequently as the Vice President of Strategy and Business Development.

In fulfilling her aspiration in knowledge sharing and talent development, Sherene has also established herself as an esteemed speaker and trainer in more than 15 countries globally (UK, USA, India, Vietnam, Myanmar, Russia, Japan, Egypt, Spain, Thailand, Romania, Turkey, Oman, Dubai, etc.) at numerous international conferences and workshops in the areas of leadership, strategy, marketing and business management with special focus in healthcare travel and telecommunications.

Sherene is also self-driven, self-reliant, and highly-focused in making things happen, where she consistently adopts creative solutions and collaborative approaches with good interpersonal skills to engage, motivate and encourage others through organisational and industrial changes. Sherene's achievements and contributions earned her international recognition as one of the 50 "Outstanding Women in Healthcare" at the World Health and Wellness Congress 2017. She is also a recipient of the "30 Women Achievers and Leaders of Malaysia" at the Golden Globe Tigers Award 2017 and most recently, in 2018, she was honoured with the award "Leadership in Promoting Malaysia as Medical Tourism Destination" at the Icons of Healthcare Award 2018.

An ardent believer in accentuating the power of developing human capital, Sherene perceives value in building industry relationships and networks, and hence carries these ideals with her into her current role. Sherene holds a Master's in Business Administration from the University of Durham (United Kingdom) and a Bachelor of Business Studies (Hons) in Accounting & Finance from the University of Limerick (Republic of Ireland).

Sherene is correspondingly passionate about her role in contributing to Malaysia's nation building efforts while at the same time balancing her career being a dedicated wife and a mother of two.

## Contact data

### Sherene Azli

CEO

Malaysia Healthcare Travel Council (MHTC)

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



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## Event

[Experience Malaysia Healthcare, Embrace Malaysian Hospitality](#)

Thursday, March 7, 2019, 15.00 - 15.45

CityCube Berlin, Cube Club

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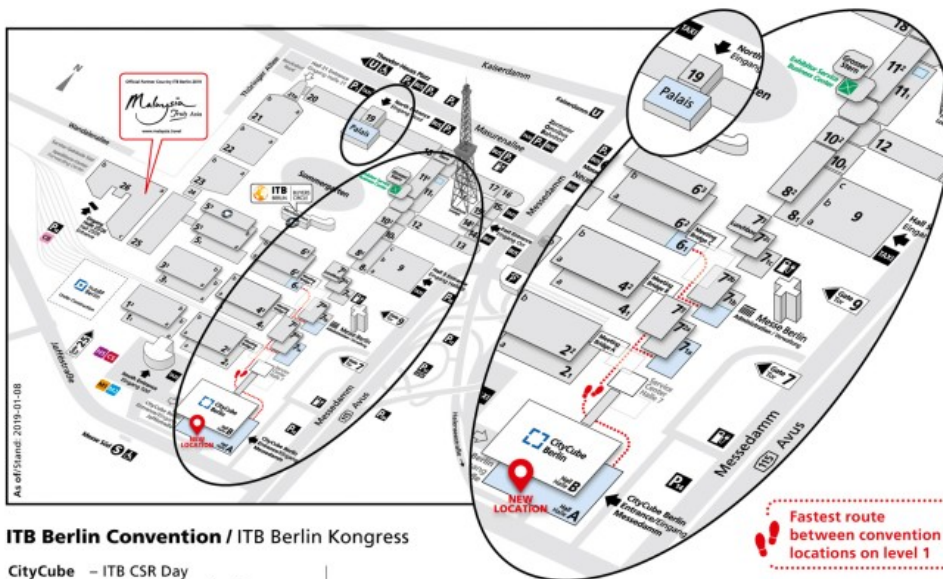


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## ITB Berlin Convention / ITB Berlin Kongress

### CityCube

#### Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

**6.1** – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

**7.1b** – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

**Palais** – ITB Convention Awards

## Contact

Please contact us for concerns or questions:

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