



# CHERYL GOH

Vice President of Marketing

**"I drive SEA forward by building business around digital audiences."**



Cheryl Goh is the Vice President of Marketing at Grab. In her role, she shapes the strategy behind the company's user growth, country expansion and service diversification. She also oversees Grab's marketing efforts across the region.

Cheryl has spent a decade in leadership roles in the digital space, mostly in technology companies such as MOL Global and Friendster. She also headed The New Straits Times Press Group's digital arm and served as Group Digital General Manager at Nissan Malaysia. Throughout her career, she has developed a profound understanding of digital audiences and how to

build businesses around them.

Over the years, Cheryl has been invited to speak and serve as a panellist at various technology, startup and digital marketing conferences and forums.

Cheryl holds a Bachelor of Commerce (Economics & Marketing) from Curtin University. She is an avid underwater photographer and considers herself a true Gen Y.