

**JUDY CHEONG**

Head of Brand  
Sustenir Group

Curious about cultures, human behaviours and how it all unlocks for brands, Judy has more than a decade of experience in advertising agencies and start-ups spanning APAC and Global roles. She led strategy, business development and creative teams with clients such as Nestlé and Skyscanner in an award-winning team at Ogilvy, and multi-market social campaigns with 100M+ global reach at Uber. With a strong focus on data and executional excellence, she delights in bringing core functional teams together in collaboration to achieve big ideas.