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## **Admatik – Malaysia’s Story-Tech startup ropes in Samantha Chen to accelerate new business leadership**



Malaysia’s homegrown story-tech startup Admatik has appointed Samantha Chen as its new Head of Business Development to drive new business initiatives and widen Admatik’s portfolio of clients across Malaysia and SE Asia.

Samantha joins Admatik from iMoney where she was leading Business Development for 5 years. While being based in Malaysia, she was also overseeing markets such as Singapore, Indonesia, Philippines.

At Admatik, she will be responsible to bring Admatik’s story-tech ecosystem offerings to a wider set of advertisers in Malaysia and SE Asia. Additionally, she would also be driving product evolution by developing new areas of play within the eco-system in line with Admatik’s constant effort to evolve and lead the market.

Commenting on her new role, Samantha says 'it's the perfect time for me to join this fantastic team of story-techers. Admatik has grown by leaps and bounds since its inception and I am excited to bring in my experience and expertise to accelerate the growth and drive story-teching across different sectors.

I am looking forward to adding Admatik to the tool kit of every advertiser to experience the magic of story-teching that we are capable of'.

Samantha will be reporting to Tony Kan, MD of Admatik.

Commenting on Samantha's joining, Tony says 'we are truly happy to have Sam on board with us. We have grown phenomenally over the last two years with some amazing market leading products, and now we shift gears to expand our footprint. Not just at a market level but also at a regional scale. Sam is the perfect leader that we could have hoped for to drive this acceleration. With her on board, we are confident of scaling new heights.'

Samantha is packed with almost 2 decades of experiences from working in diverse companies. At iMoney, Samantha was in-charge of leading sales and operations across 4 countries. She helped the company grow their sales tremendously across the four countries during her 5 years tenure.

Prior to that, Samantha worked for companies such EasyUni, HCK Media Group and Standard Chartered Bank in various capacities. She also founded Chen Integrated, a successful end-to-end packaging solutions company for FMCGs.

Admatik is a homegrown digital media ecosystem for brands that recognize the powerful and evolving roles of technology in collecting and conveying stories in today's increasingly digital society.