



Sherene Azli

Sherene Azli took office as the Chief Executive Officer of the Malaysia Healthcare 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.

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. She also invest heavily in fulfilling her potential to enthusiastically lead and contribute in both the public and private sectors alike – as evident in her active involvement in the Yayasan Sukarelawan Siswa (Student Volunteers Foundation) as a member of the Board of Trustees.

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 "Leadership in Promoting Malaysia as Medical Tourism Destination" at the Icons of Healthcare Award 2018. Most recently, she was honoured with the title of the "Most Media Savvy Personality of the Year (Woman)" at the 2019 Asia Pacific Healthcare & Medical Tourism Awards as well as 'Most Admired Leader of Asia Awards 2019' by Global Herald's Global Business Symposium.

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 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.

Kontakt Daten

Sherene Azli

chief executive officer
Malaysia healthcare travel council (MHTC)

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



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Veranstaltung

[WHAT DOES MALAYSIA DO TO COMPETE WITH THEIR REGIONAL COMPETITORS IN MEDICAL TOURISM?](#)

Mittwoch, 4. März 2020, 15.00 - 15.30 Uhr

Halle 21b

[World's Healthcare Marvel - Powered By Malaysia Healthcare Travel Council \(Mhtc\) -](#)

Mittwoch, 4. März 2020, 15.30 - 16.00 Uhr

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[NN - POWERED BY MALAYSIA HEALTHCARE TRAVEL COUNCIL \(MHTC\)](#)

Freitag, 6. März 2020, 15.30 - 16.00 Uhr

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