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# Andreas Vogiatzakis



A catalyst for positive change, Andreas was the recent Group CEO of Star Media Group Malaysia, the first ever non-Malaysian CEO appointed at the helm of the most influential Media Group in the country, tasked to drive its digital transformation and lay down the foundation for its future success.

A TEDx speaker, a writer, a trainer, a mentor, an Emcee, an NLP Certified High-Performance Executive Coach and among the top 100 most Inspirational LinkedIn Icons, Andreas is a multi-talented, multi-experienced award-winning marketing maverick and a highly sought-after speaker. He defines his purpose in adding value and becoming a catalyst for positive change and greater things to come.

Born and raised in rural Crete in Greece, Andreas fell in love with advertising when he was 21. Making Malaysia his home since 2006, he spent 10 years as the CEO of Omnicom Media Group Malaysia (OMG). A firm believer in curating strategic partnerships and turning clients into enthusiastic referral sources, he re-engineered OMG into an award-winning formidable force that has received the highest awards and accolades, tripled the group's EBIT, doubled its profit, and achieved a 98% client retention rate, the highest ever rate in the market at the time.

In August 2019, Andreas was appointed as the Group CEO of Star Media Group, tasked to drive the group's digital transformation into greater heights. In his short time with the group, Andreas tirelessly put in place all the necessary strategic steps and improved group financials, created new revenue streams, restructured all business units, revamped the UX/UI of all products, drove innovation, restructured & revamped the group's vendor network, improved the group's management systems and controls and substantially increased the company's morale and standing in the market. Most importantly, Andreas steered the group successfully through the COVID-19 period, despite the challenge of running a printing plant operation and a traditional newspaper business that required physical interaction of employees.

Andreas was inducted in the YPO Malaysian Chapter in 2008, the International Who's Who of Professionals in 2009, and is the recipient of the Achievers & Leaders Award in 2012 and the Global Brand Leadership Award in 2014. He was selected as one the 100 most influential Digital Leaders in APAC in 2017 and was appointed as an Industry Adjunct Faculty Member of INTI University & Colleges in the same year. In 2020 he was selected among the 100 most Inspirational LinkedIn Icons.