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# Jake Abdullah



Datuk Jake Abdullah is a renowned Malaysian media pioneer with over 30 years of trailblazing leadership across broadcasting, fintech, youth empowerment, and AI innovation. From humble beginnings as a music director at hitz.fm, he rose to become CEO of Astro Radio, launching multiple award-winning radio stations across Malaysia, Indonesia, and India.

His executive impact spans high-profile roles, including leading Media Prima Audio to profitability and serving as CEO of IM4U, a national youth movement under the Prime Minister's Office. At Rocketfuel Entertainment and Fave Malaysia, he demonstrated strategic agility across content, talent management, and fintech.

A recognized innovator, Datuk Jake spearheaded the creation of the world's first AI radio announcer and Malaysia's first AI bank influencer, Balqis. He continues to champion media transformation through his consultancy, Malaysian Dynamic Media Sdn Bhd, advising corporations on leadership, branding, and generative AI.

His academic influence includes adjunct professorships at Taylor's University and UNITAR, as well as guest lectures at institutions like the National Resilience College and UCSI University. He was named a T50 Fellow by TalentCorp Malaysia, acknowledging his role in shaping Malaysia's future-ready workforce.

From boardrooms to classrooms, from AI innovation to national talent development, Datuk Jake Abdullah exemplifies bold leadership with heart. His ability to bridge the gap between tradition and transformation has positioned him as one of Malaysia's most respected and sought-after voices in media, leadership, and future-readiness.

## **Speaking Topic:**

- Transformational Leadership
- Future of Media & AI in Content
- Strategic Communication for Leaders
- Innovation & Brand Reinvention
- Health, Wellness & Longevity for High Performers