

# LEON JALA

**LONDON  
SPEAKER  
BUREAU**

- **Host and Founder of The 'Game of the Impossible' Podcast in Exploring Leadership, Creativity, and Personal Growth**
- **Non-Executive Director at PEMANDU Associates**



Leon Jala is an award winning brand strategist, pastor and podcast host with over a decade of experience in marketing, campaign development, and leadership.

Currently serving as Interim Chairman and Non-Executive Director at PEMANDU Associates, a management consulting firm, Leon has played a key role in high-impact projects, including strategic campaigns for Malaysia's National Transformation Programme and Nigeria's Economic Recovery & Growth Plan.

Alongside his corporate work, he is the Executive Pastor and Head of Leadership Development at Holy Trinity Bukit Bintang Church, where he oversees the growth and development of leadership programmes for both the church's staff and the plethora of volunteer teams they serve.

## Topics

- Creativity
- Innovation
- Leadership
- Marketing
- Motivation

A third-culture kid of Kelabit-Chinese heritage, Leon's diverse upbringing—spanning Malaysia, the Netherlands, Sri Lanka and the UK—fuels his adaptability and interest in understanding different ways of thinking.

He holds a B.A. in Media Arts from Royal Holloway, University of London, and a B.A. (First Class) in Theology from St. Paul's Theological College.

Together with his father, Dato' Sri Idris Jala, Leon co-hosts The Game of the Impossible podcast, one of the fastest growing Malaysian podcasts exploring leadership, creativity, and personal growth.

A former award-winning copywriter, he's also a husband, father of two, and a passionate advocate for embracing new challenges.