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BAT Malaysia's brand success recognised at BrandLaureate Award

KUALA LUMPUR — British American Tobacco Malaysia (BAT Malaysia) managing director Erik Stoel recently won the illustrious Brand Transformational Leadership Award and BAT bagged the Most Sustainable Brand Award in the Business and Community Leadership category at the BrandLaureate BestBrands Award 2016-2017.

Stoel received his personal award from guest of honour, former prime minister Tun Abdullah Ahmad Badawi during the award ceremony.

The Brand Transformational Leadership Award recognises corporate leaders who have stamped their mark in their areas of respective specialisation and who have played pivotal roles in spearheading the growth and transformation of their organisation and businesses.

It is also said that a successful transformational brand leader is one who continues to push boundaries and explores new frontiers of continuously positioning their

company as a game changer and brand influencer in their respective industry and Stoel clearly amplifies those attributes.

BAT Malaysia also took home the Most Sustainable Brand Award for being a market leader with strong brand equity and spirit of enterprise that allows them to break new grounds and grow their brand presence to stay ahead of the competition.

Stoel said: "I share this award with the whole of my BAT Malaysia family. I am very fortunate to be leading very talented people in a fantastic company and this award is a testament to the passion, tenacity, commitment and sheer hard work put in by them day in and day out on our journey of transformation.

"This award is another positive step for us in the right direction. They say transformation is inevitable to ensure growth and I am proud to say that BAT Malaysia will continue with its unique brand power to push the business to greater heights."



Stoel (second from right) after receiving the Brand Transformational Leadership Award from Abdullah Badawi (third from left).