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Dian Siswarini

President Director, XL, 2015 - Present
Served in various roles in XL and Axiata, 2009 - 2015

Congratulations on Axiata’s 10-year anniversary!

My relationship with Axiata began in 2009 when it acquired XL Axiata, as part of its newly-formed regional company. I remember being filled with excitement as we began our journey together. We believed that developing together, with a larger business scale allowing XL to rise to higher levels.

I respect this company for its profound attention and focus on people development. The way Axiata invests in people never ceases to amaze me. Being part of Axiata, I can feel its sincerity in developing its people, including me, as a global talent. The Axiata culture, in particular, has driven XL to become more appreciative of its own people development.

In 2013, Axiata offered me the opportunity of a lifetime to attend the Advanced Management Programme at Harvard Business School. The course was one of my best educational experiences, enriching my insight and providing me with the opportunity to interact with the best professors and executives from around the world.

In 2014 I moved to Malaysia as Chief Marketing Officer in Axiata’s Corporate Centre. Once again, I appreciated the privilege of being exposed to a global environment with multiple cultures and mindsets. It was in these times that I sharpened my global perspective. Although there was an initial challenge of shifting my mindset in working in OpCos versus working for the Corporate Centre, it was priceless exposure that helped to shape my leadership qualities after I was appointed as XL’s CEO.

If I had to choose one word to describe Axiata, I would choose “care”. I have witnessed how Axiata’s success is also driven by its undeniable care of the people within. That motivates us to accelerate our performance in achieving targets. A special tribute to Tan Sri Jamal, who has been an incredible captain of the big Axiata ship.

