

***“I joined Axiata at the time when the telecoms industry was going through an evolution to meet our customers’ thirst for everything digital. Axiata had to re-invent itself to meet this demand, and I was glad to have the opportunity to be part of this digital transformation.”***

***Asri Hassan Sabri***

Group Chief Corporate Officer, Axiata, 2018 – Present  
CEO, Axiata Business Services, Axiata, 2018 – 2019  
Group Chief Business Operations Officer, Axiata, 2016 – 2018



When I was presented with the opportunity to work for Axiata in 2016, I certainly didn’t hesitate to seize it for two obvious reasons. Firstly, Axiata has the erstwhile reputation of being a well-run MNC, more so than a Malaysian GLC. The idea of working across many Asian markets where Axiata is present was certainly very appealing; to learn and understand the ways of doing business in fast-growth nations. Travelling and working in these diverse environments have been super crazy at times but very gratifying, and I’m grateful for this rewarding experience.

Secondly, it’s also to do with the fact that Tan Sri Jamal is helming the company and, given his knowledge and hands-on leadership, I knew Axiata is on the right path. I am also familiar and friendly with most of the senior leadership team, for whom I have the greatest of respect for their respective capabilities. One of the things I have learned over my many years of working is that a great company is run by great people. Axiata has done very well in that it hires the best people and puts them in the right roles. The company has achieved its great heights mainly because of the people and the ethos that built this company.

I joined Axiata at the time when the telecoms industry is finding its place in the global digital revolution, competing fiercely to meet our customers’ thirst for everything digital. Axiata had to re-invent itself to meet this demand, and I was glad to have the opportunity to be part of this digital transformation. In a way it’s reflective of how fast things move for us in this industry, and hence the need for all of us to be agile. Speaking of agility, I was lucky to be given the opportunity to have three different roles within the company in a short period of time – certainly kept me on my toes all these years!

I have been with Axiata for almost four years now. A short period of time compared to my other peers, but long enough to develop some very genuine friendships. On many days, coming to work to the Axiata office feels like the meeting of friends and family over open discussions, honest feedback, and the collective effect of people being productive and having fun while at it.