

MARCUS CHEW
CHIEF MARKETING OFFICER, LAZADA GROUP



Marcus Chew is the Chief Marketing Officer at Lazada Group, where he oversees the brand's marketing strategy and implementation across Southeast Asia.

A veteran marketer with more than 20 years of experience, Marcus joined Lazada Group in October 2021 from Income Insurance Limited, where he served as Chief Marketing Officer for over six years. Prior to his role at Income Insurance Limited, Marcus was the brand marketing director at adidas China and also adidas Singapore and Southeast Asia.

Marcus holds an MBA from INSEAD and he enjoys running marathons, where he completed all six marathon world majors and was awarded the six stars medal.