

John Zinkin



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John Zinkin has 38 years experience in business, of which twenty-four have been in Asia, holding senior line management and corporate strategy/business development positions in major multinational manufacturing, marketing and consulting companies.

Since moving to Malaysia in 2001, John has set up his own independent consulting company, [Zinkin Ettinger](#) specializing in corporate positioning, change management and communication, as well as marketing strategy and training. He is also the CEO of the Securities Industry Development Corporation (SIDC) the training and development arm of the Securities Commission. He is Chairman of the Audit Committee of the University of Malaya Specialist Centre (UMSC), and Deputy Chairman of the Institute of Corporate Responsibility Malaysia, and a member of the Global Coaching Partnership based in Sydney.

John has written “What CEOs must do to succeed” published by Prentice Hall in 2003, and coauthored “Corporate Governance” published by John Wiley in 2005. He has just finished writing “Asian Corporate Governance: The role of boards in promoting responsible business” for John Wiley and has a fortnightly column in the Star entitled “Whose business is it anyway?” on board governance. He is a regular speaker on corporate governance and trainer of boards in the subject.

John was Associate Professor of Marketing and Strategy at Nottingham University Business School, Malaysia Campus teaching marketing and strategy in the MBA program and International Management and International Marketing in the M.Sc program on International Business. He has published articles on CSR in international journals and is a Visiting Fellow at the International Centre for Corporate Social Responsibility in Nottingham, UK.

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Before coming to Malaysia, John was Chairman of the Marketing Practice, Asia Pacific, for Burson-Marsteller, the leading international Public Relations consultancy, based in Hong Kong responsible for developing thought leadership in Marketing both for clients and Burson-Marsteller. He has taught at INSEAD's Euro-Asia Centre, the Chinese University in Hong Kong and in Shanghai on behalf of the Henley Management College. During his time with Burson-Marsteller, John worked on corporate brand positioning, change communication and marketing strategies, and authored a marketing manual and trained the members of the practice in marketing.

Before joining Burson-Marsteller, John has held several Director of Commercial roles working across diverse industry from food business to office automation to insurance broking across Asia Pacific with Angliss Pacific, Inchcape Asia Pacific, Gilman Office Machines and Rank Xerox.

John spent three years with McKinsey on various marketing and organizational strategy assignments, becoming the specialist in Insurance broking in the London office of McKinsey.

Prior to joining McKinsey, John was Business Development Director for Hogg Robinson, a leading Lloyd's insurance broker and travel agent. John spent two years with Glendinning and Associates International, a leading US marketing and sales promotional consultancy. John worked with Lever Brothers in the UK first in sales promotions, and then in brand management in the household cleaning products group, followed by marketing management in Lever Industrial and then as Marketing Officer in Industrial Detergents Co-ordination for Unilever.

John has consulted a wide variety of organizations from local to regional to global, from single line of business to conglomerates, to PLC and MNC. Some of his key clients include BP, Unilever, DHL, Winterthur Insurance, Sarawak Forestry Corporation, Bolton Berhad, Symphony Berhad, Saudi Capital Market Authority and Nestle Berhad.

John attended the London Business School where he received an MSc in Business Administration, Magdalen College, Oxford where he majored in Politics, Philosophy and Economics, and Winchester College. John has attended numerous senior executive courses at top business schools, including IMD, INSEAD, Wharton and the University of Pennsylvania.