



## John Zinkin

Bachelor of Arts (Hons) in Politics,  
Philosophy and Economics, Oxford  
University, UK

MSc. In Business Administration,  
London Business School, UK

John is currently the CEO of Securities Industry Development Corporation. He has over 34 years experience in business, of which 20 have been in Asia, holding senior management and corporate strategy/business development positions in major multinationals. John also has his own consulting firm specialising in brand positioning and change management. He runs accredited seminars on Corporate Social Responsibility and Corporate Governance for directors of Public Listed Companies as part of the Malaysian Stock Exchange's Directors' Continuous Education Programme.

John was Associate Professor of Marketing and Strategy at Nottingham University Business School, Malaysian Campus with responsibility for External Affairs, having been Director of the MBA programmes. He has also published a book on Strategic Management, entitled "What CEOs Must Do To Succeed" and co-authored a book entitled "Corporate Governance in Asia".

In Hong Kong, John has worked as Chairman of Marketing Practice, Asia-Pacific for Burson-Marsteller. Prior to moving to Asia, John worked in London for the Inchcape Group, Rank Xerox, McKinsey and Unilever.