

Joy Abdullah

Joy is a marketing wizard who guides businesses in making marketing be their strategic differentiator through '*marketing inside-out*'.

Using leadership, mindfulness, communication & process thinking techniques, he helps CEOs and business owners in developing three benefits:

1. Clarity of purpose & strategy
2. A leadership culture of appreciation
3. Showing the human side of the brand

Through data, collaborations and stories Joy focusses on creating an emotional connection by getting employees aligned and engaged with the business purpose and strategy. Resulting in, the business, harnessing the power and value of their employees. Creating engagement and advocacy that leads to a unique brand experience that delivers customer engagement.

He brings a very human and simple approach to business. That comes from having over three decades of experience in strategy, marketing and business operations across Asia.

Joy is the co-founder of #3MinuteMarketing which is a strategic marketing advisory company.

You can connect with Joy at:

1. [Linked In](#)
2. [Twitter @JoyAbdullah](#)
3. [#3MinuteMarketing](#) ([www.3minutemarketing.biz](http://www.3minutemarketing.biz))