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## **NEWS RELEASE**

### **Bank of Maldives announces new Marketing Director**

Bank of Maldives today announced the appointment of Ms Aishath Zamra Zahir as its new Marketing Director. Zamra will also join the Bank's executive committee and will report directly to CEO & Managing Director, Andrew Healy.

Zamra is currently Head of Marketing Communications at Ooredoo Maldives where she is responsible for the management and coordination of all communications, advertising and public relations of the company. She holds a Masters Degree in Public Relations (Distinction) from Bournemouth University, UK and a Business Management degree (Honours) from Singapore Institute of Management/University of London.

Commenting on Zamra's appointment, BML's CEO & Managing Director, Andrew Healy said "I am delighted that we have been able to attract someone of Zamra's immense experience and calibre to this key executive position. I have no doubt she has the ability and drive to take the Bank's marketing, CSR and public relations activities to the next level."

Zamra will replace Rifath Mohamed who is leaving the bank to join Haveeru Media Group as the Chief Executive Officer. Andrew Healy was keen to thank Rifath for his contribution to BML over the past three years. "Rifath has been Marketing Director during a period of significant change for the Bank and I would like to sincerely thank him for all his good work. I wish him success and happiness in the next chapter of his career," said Andrew.

Zamra's appointment has been approved by MMA and she will take up duty on 19<sup>th</sup> April.

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