



News Release

9 June 2014

CDL APPOINTS MARK YIP AS ITS CHIEF MARKETING OFFICER

City Developments Limited (CDL) has appointed Mr Mark Yip as its Chief Marketing Officer (CMO) with effect from 9 June 2014. As CMO, Mr Yip will chart and lead CDL's strategy and initiatives for marketing, sales and leasing.

Mr Yip, 50, has a wealth of experience in management, sales, marketing and operations from a diverse range of industries including property, retail sports and fashion, transport, and supply chain and logistics.

Before joining CDL, Mr Yip was with Far East Organization (FEO) for about seven years as Deputy Director focusing on planning and directing the company's operations. He was responsible for creating and delivering sales strategies as well as savvy marketing campaigns to meet the evolving aspirations of customers. Mr Yip was also involved in training, coaching and mentoring programmes.

Prior to joining FEO in 2007, Mr Yip was the CEO of Royal Sporting House, Malaysia and Director of PUMA (a joint-venture between Royal Sporting House and PUMA). Before that, he was the General Manager of ComfortDelGro Bus Pte Ltd. In 2002, he was the Executive Director of Circle Freight, Brunei/Eagle Global Logistics Corporation and concurrently the interim General Manager for the Brunei International Air Cargo Centre.

Mr Grant L. Kelley, CDL Chief Executive Officer, said, "We welcome Mark to CDL. Mark's appointment will further add value to the management team as CDL continues to grow. Mark is a marketing change agent and brand strategist with strong industry knowledge and a keen pulse on consumer trends. With his in-depth experience and fresh perspectives, he will take CDL's marketing, sales and leasing strategies forward to enhance our competitive advantage and drive revenue growth."

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