




FAZRUL ROSLI

Qualitative Moderator

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Profile

Fazrul always has a passion for good conversation, translating marketing jargon to plain daily language and help companies and individuals connect to their customers.

Brief Introduction

A naturally curious person, Fazrul is passionate about understanding human behaviour in various cultural contexts, both in Malaysia and elsewhere.

He has more than ten years of market research experience under his belt and has worked extensively across industries like FMCG, Automotive, Tobacco, Technology, Retail, Politics, Telco and Finance. His research experience spans branding, psychographics, product development, marketing and communications strategy for tactical and strategic works etc.

Fazrul is fluent in Malay and English and can speak and understand most Malay dialects in Malaysia.