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Maybank Asset Management Sdn Bhd (Maybank AM) has appointed Badrul Hisyam Abu Bakar as its new chief executive officer, effective January 3.

Maybank AM said Badrul Hisyam would drive growth and manage operations for the Malaysian outfit which in turn would support the goal of becoming a key regional player in the asset management industry by 2017.

He will report and play a critical supporting role to Maybank AM Group chief executive officer Nor' Azamin Salleh, who oversees and leads the regional development of Maybank asset management business.

"Going forward, in 2014, Maybank AM is focusing on expanding both its conventional and Islamic product offerings," Nor' Azamin said in a statement.

The company would build a wider distribution network regionally via new avenues such as an agency force and tap into other innovative platforms to create a better reach, he added.-- Bernama