

Being Mad About Marketing Pays Off for Jaslyin Qiyu, Global 200 Power Leaders in Marketing & Communications 2024

Jaslyin Qiyu, Managing Director of Mad About Marketing Consulting has always been a principled marketing leader when it comes to leading with empathy, being purpose-driven in whatever she does, and doing it with passion.



Singapore, Singapore Oct 23, 2024 ([Issuewire.com](https://www.issuewire.com)) - **Jaslyin Qiyu, Managing Director of Mad About Marketing Consulting** has always been a principled marketing leader when it comes to leading with empathy, being purpose-driven in whatever she does, and doing it with passion.

Her two decades of efforts leading marketing and communications across Asia Pacific, consulting independently since 2013 and serving as a mentor and advisor to start-ups and young to mid-career entrants alike sees her winning a few key awards in October and invited as a keynote speaker on platforms involving a global audience of talented leaders across every industry.

Jaslyin was recognized as the **Global 200 Power Leaders in Marketing & Communications 2024 by White Page International in Dubai**, followed by the **Business Excellence Award for The Women Leader of the Year in Professional Services 2024 at the Asian-African Economic Forum in Bangkok** and **Top 50 Global Inspirational Women to Look Out For in 2025** by Titanium Magazine and Prodigy as part of the annual **Global Women Empowerment Summit in the Philippines**.

To round it off for this year, the boutique firm also garnered the **Best B2C & B2B Marketing Consultancy 2024 – Singapore at the Corporate Excellence Awards**, demonstrating the firm's passion and commitment to delivering excellence to all their clients.

In the extremely competitive landscape of marketing, Jaslyin has carved out her own niche that sets her company apart from the typical marketing agency, bringing a unique blend of management consultancy and marketing strategy from a seasoned leader who has been leading transformation, change management and customer experience excellence from the ground up in various global MNCs.

As she quipped, “I bring an insider’s perspective as I know the ins and outs of a company’s processes, people and platform challenges, which often need to be addressed alongside their marketing challenges pertaining to brand proposition, martech, content, social and more. This empowers me with a balanced view of how it should connect together at a macro level and good understanding of how to solve the operational challenges on the ground.”

“It’s not all bells and whistles when I talk about marketing. It’s marketing and sales alignment alongside outcomes that bring the focus back to the customer and the problems we are trying to solve for.”

Her unique methodology of marketing consulting also means it cannot be replicated easily and she is able to grow with clients as part of their own journey, pivoting her approach accordingly as they pivot their own strategies along the way. Read more about her perspectives [here](#).

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