
J.D. POWER

E-Ling Cheah Country Manager Malaysia

J.D. Power Singapore Pte. Ltd.



E-Ling Cheah heads the J.D. Power operations in Malaysia. She is responsible for client service and the delivery of voice-of-customer (VOC) based insights and solutions that support clients to deliver end-to-end customer experience in product, sales and after sales to improve profitability and retention.

Ms. Cheah has over two decades of customer centric organization culture building, retail customer experience management, loyalty, digital and brand communication marketing, strategy planning as well as manufacturing shop floor management assessment experience.

Experience

Ms. Cheah joined J.D. Power in 2019 in the Malaysia office as Country Manager.

Prior to joining J.D. Power, Ms. Cheah worked at Toyota (Malaysia), XM Digital Agency (Malaysia), PricewaterhouseCoopers (United Kingdom) and Farmers Trading Company (New Zealand).

She was instrumental in helping leading brands in Malaysia create their new customer touch points in the digital space during the turn of the 21st century and subsequently, helping Toyota build their customer experience and loyalty marketing. Her career with Toyota Malaysia has given her an in-depth on the ground experience into the Automotive industry.

Education

Ms. Cheah earned a Bachelor of Commerce degree from the University of Auckland, New Zealand.