


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Chief executive officer of Sun Life Malaysia Takaful Bhd (SLMT), Noor Azam Mohd Yusof (Credit: Sun Life Malaysia)

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## Sun Life Malaysia Appoints Noor Azam Mohd Yusof As CEO Of Takaful Unit

KUALA LUMPUR, Feb 19 (Bernama) -- Sun Life Malaysia has appointed Noor Azam Mohd Yusof as the chief executive officer of Sun Life Malaysia Takaful Bhd (SLMT), effective Feb 3, 2025.

He succeeds Jeffrey Azmi, who has retired.

In a statement today, the life insurance and family takaful provider said that with a distinguished industry experience of more than 25 years in both the conventional and takaful sectors, Azam Yusof brings a wealth of knowledge to Sun Life Malaysia.

"His expertise includes sales and marketing, bancassurance and bancatakaful, agency channel management, business development, and strategic business transformation. In his role as CEO of SLMT, Azam Yusof will be responsible for overseeing all aspects of the business, including syariah compliance and governance," it said.

It said that the new CEO will champion the implementation of SLMT's business strategy, designed to achieve continued growth and elevate its position as a leading bancatakaful player in the Malaysian market.

"Azam Yusof joins Sun Life Malaysia from a leading family Takaful operator, where he served as CEO since 2017. He holds a Bachelor of Science in Marketing from Northern Illinois University and a master's in business administration from MARA University of Technology," it added.