

press release

Standard Chartered Sri Lanka appoints Anuk De Silva as Head of Corporate Affairs, Brand & Marketing

Colombo, 25 August, 2020 - Standard Chartered Sri Lanka has announced the appointment of Anuk De Silva as the Head of Corporate Affairs, Brand & Marketing, effective 19 March 2020. He will also function as a member of the Bank's Country Management Team, and will report to Bingumal Thewarathanthri, CEO, Standard Chartered Sri Lanka.

Anuk is backed by over 15 years of experience in Marketing, Communications & Branding, Digital Marketing, Public Relations and Journalism. His last corporate stint was at Brandix, where he oversaw the Corporate Communications and Branding functions of the company. He has also been a part-time News Presenter at TNL Radio Network for over a decade and a Visiting Lecturer at the Human Resource Management Institute. More recently, he took a few years off from work to pursue a Master of Commerce in Marketing at the University of Melbourne, as a recipient of the prestigious Australia Awards Scholarship given by the Department of Foreign Affairs & Trade, Australia. During his time in Melbourne, he also had a short stint at KPMG Australia. Subsequent to his return to Sri Lanka, he re-joined the workforce with Standard Chartered, where he will be responsible for leading the Corporate Affairs, Brand & Marketing team, whilst supporting the execution of the overall country strategic agenda as well as the digital transformation of the Bank.

Anuk is a professional marketer and communications specialist. He is a Fellow and a Chartered Marketer of the Chartered Institute of Marketing, UK and a Certified Professional Marketer (Asia) of the Asia Marketing Federation, Singapore. He also holds an MBA from the Postgraduate Institute of Management, University of Sri Jayewardenepura. Anuk was a recipient of the Corporate Communication Professional of the Year award in 2013 at the CMO Asia Awards for Branding & Marketing held in Singapore. He is a former student of St. Joseph's College, Colombo.

When not at work, Anuk is extremely passionate about theatre. He has over 22 years of experience as a thespian having performed extensively in Sri Lanka as well as India, and has also co-founded the amateur theatre troupe 'Cold Theatre 7' in 2013.

Standard Chartered Sri Lanka is one of the oldest international banks in Sri Lanka, with more than 150 years of history with a presence in 59 of the world's most dynamic markets, and serving clients in a further 85. Standard Chartered Bank is a limited liability company registered under the laws of England and Wales by Royal Charter 1853, having a branch office in Sri Lanka - Reg. No. F3/B. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, *Here for good*. We support both individual and corporate needs to build wealth and drive commerce at every step of their journey. We do this by offering an entire range of financial services across Personal, Priority and Business Banking as well as our Commercial and Corporate Banking teams.

Standard Chartered Sri Lanka is a licensed commercial bank supervised by the Central Bank of Sri Lanka and is rated AAA(Ika) by Fitch Ratings Lanka Ltd.

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Standard Chartered

We are a leading international banking group, with a presence in 60 of the world's most dynamic markets and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

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