

ADRIAN HENG

*Director, Communications & Marketing
Intertainer (Asia)*

Adrian Heng leads Intertainer Asia's branding and marketing efforts, responsible for building overall communications strategy, advertising, brand management, sponsorships, events, and media relations. He also provides advice to partners across the region on initiatives to match local entertainment expectations and trends. With Intertainer leading the way in Entertainment-on-Demand, Adrian is a vocal proponent on entertainment for tomorrow and how it can be delivered to meet consumer lifestyle today.

Adrian joined Intertainer Asia in 2001 bringing a wealth of brand communication and marketing strategy experience. With a strong background in global communication agencies including Edelman PR and Ogilvy & Mather, he has consulted for companies such as Ericsson, Nokia, Siemens, Lotus, SAP, JD Edwards, C/NET, Skybridge, Logica, Singapore Technologies, Hewlett Packard, and more. He also helped bring companies, Ming Wah Marine, NatSteel Broadway, Tianjin Pharmaceuticals and Tye Soon, to IPO. Adrian has previously headed the global business-to-business marketing for Star+Globe Technologies and i-EMAIL.

About Intertainer Asia

Intertainer (Asia) Pte Ltd is the premier provider of entertainment-on-demand (EOD) in Asia. Intertainer's service streams a wide variety of content to PCs and TVs across digital broadband networks, using either an ADSL connection or cable connection. Presently, Intertainer Asia is active or launching its services in Australia, China, Hong Kong, Korea, New Zealand, Singapore and Taiwan.