



Mel Nelson
Executive Director
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A 30 year resident of Asia, Mr. Nelson is the founder and Executive Director of Brandway Corp Sdn. Bhd., a leading search engine marketing services provider in Malaysia, with clients worldwide. Founded in 1997 Brandway was an early provider of search engine optimization services, successfully providing holistic internet marketing solutions to a variety of businesses large and small.

Prior to founding Brandway Mr. Nelson was General Manager of Poliperkasa Sdn Bhd, responsible for concept and implementation of large-scale automation services to electrical power industry clients such as Tenaga Nasional Berhad of Malaysia, and the Taiwan Power Corporation

Mr. Nelson is an active member of the international search engine optimization community, where he is an active participant and moderator in several online forums and has published articles in local and international media.

Mr. Nelson obtained his BA degree from Yuba College in California and his MSEE from the University of California at Berkeley.