

NEO MADELINE CHEDA

CORPORATE STRATEGIST
MARKETING & PROJECT MANAGEMENT EXPERT
BUSINESS ADVISOR

I am passionate about building platforms that enable brands to leave a lasting impact. My mission is to help organisations craft memorable experiences through strategic marketing, innovative solutions, and effective project execution.

ABOUT NEO

Neo is a results-driven corporate strategist with over a decade of experience spanning marketing, procurement, and business strategy. She specializes in creating platforms that foster meaningful brand-consumer connections and drive sustainable growth.

Neo has spearheaded high-impact projects across industries including pharmaceutical-cosmetics, banking, and infrastructure/construction, consistently delivering innovative solutions that transform businesses and strengthen market presence.

GENERAL MANAGER AT TECTURA GROUP OF COMPANIES

As the General Manager and Head of Marketing at Tectura Global, Neo oversees daily business operations, develops and executes marketing and communication strategies, and leads growth initiatives aligned with the organization's strategic objectives.

A certified Project Management Professional (PMP) and ISO 9001 Lead Auditor, Neo brings expertise in customer relationship management (CRM), social media marketing, and strategic planning to every initiative.

KEY ACHIEVEMENTS

- ▶ Designed and implemented marketing campaigns that strengthened customer engagement and elevated brand equity.
- ▶ Developed procurement strategies that enhanced operational efficiency and reduced costs.
- ▶ Successfully led cross-industry projects, delivering measurable growth and impact.



HER STRATEGIC APPROACH

- ▶ Aligning business objectives with actionable, measurable strategies.
- ▶ Building and nurturing high-performance, collaborative teams.
- ▶ Crafting innovative solutions tailored to industry-specific challenges.

FOUNDER & VISIONARY: KINETIC REACH

As the founder of Kinetic Reach, Neo is committed to empowering businesses and professionals with strategic frameworks that drive leadership and organizational success. Her expertise in business development and capacity-building has positioned Kinetic Reach as a trusted partner for enterprises seeking to scale effectively.

KEY FOCUS AREA

- ▶ Delivering bespoke marketing strategies and expert project management solutions.
- ▶ Designing capacity-building programs for emerging businesses.
- ▶ Facilitating executive strategy workshops.
- ▶ Focus on Quality Assurance and designing continuous improvement strategies.

At Kinetic Reach, we combine strategic marketing and professional project management to create impactful solutions that promote sustainable growth and quality.

EDUCATION

Neo's academic and professional journey reflects her relentless dedication to growth and excellence. She holds a Bachelor of Commerce in Marketing, Communication, and Media Studies from Monash University and a Master of Philosophy in Marketing from the Institute of Marketing Management.

Neo has further honed her expertise through globally recognized certifications, including:

- ▶ **Project Management Professional (PMP)**
– PMI-certified.
- ▶ **ISO 9001 Lead Auditor Certification**
– Demonstrating a commitment to quality standards.
- ▶ **IBASA-Registered Business Advisor**
– Enhancing her ability to guide businesses toward meaningful success.

These accomplishments exemplify Neo's dedication to making a meaningful impact in her field.

CONNECT WITH NEO CHEDA

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