

I am a senior communications executive. I am Serene.

As a brand custodian, I am responsible for providing guidance to both internal and external stakeholders on the application of Chubb's corporate identity, as well as to act as a catalyst to build brand visibility.

I take the time to listen to, and understand business and partners' requirements to offer relevant advice and specific solutions. While it might be challenging to fulfil business requirements without compromising on Chubb's brand identity, I feel great satisfaction when we manage to overcome these obstacles to work towards a successful partnership.

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