

Dr. Zuraidi Bin Ishak

Dr. Zuraidi Bin Ishak was born in 1961 in Pahang, Malaysia, and is resident in Kuala Lumpur, Malaysia. Dr. Zuraidi Bin Ishak holds a bachelor's degree (Hons) from Pengajian Media Universiti Malays and a master's degree in journalism from the College of Communication, Ohio University Athens. Furthermore, he holds a Phd in Interpersonal Communication from College of Communication, Ohio University Athens. He speaks Malay and English. 2014 he received Darjah Indera Mahkota Pahang, conferred by His Royal Highness the Sultan of Pahang, carrying the title Dato' in recognition of outstanding contributions to national communication and public affairs leadership.

Dr. Zuraidi Bin Ishak is a communications strategist and media management expert with over three decades of experience across government, corporate, and academic sectors. His professional journey reflects deep expertise in political communication, public relations, and strategic narrative development for leadership and policy impact. Currently serving as the Head of Communications & Media at the Chief Minister's Office of Melaka, Malaysia Dr. Zuraidi Bin Ishak leads the state's communication strategy, media relations, and public narrative development. His role involves steering integrated communication efforts to strengthen public trust and highlight the state's transformative agenda. Prior to this, he served as Director General of the Department of Community Communications (J-KOM), Prime Minister's Department, Putrajaya, Malaysia where he restructured the national community communication framework with data-driven and participatory approaches. In the corporate sphere, Dr. Zuraidi Bin Ishak has held several senior management roles, including General Manager and Chief Executive Officer in established media and communications companies such as MediAxis Sdn. Bhd., CATS Radio Sarawak, Perbadanan Perwira Harta Malaysia (PPHM) and KUB Malaysia Berhad. He has also played key roles in political communications and data analytics as Head of the Political Data Division at UMNO Headquarters, Kuala Lumpur, Malaysia and as Political Secretary to the Minister of Agriculture and later the Minister of Rural Development. Earlier in his career, he served as a lecturer at Universiti Sains Malaysia, focusing on interpersonal communication and mass media studies.

