

TrueMoney Myanmar welcomes New Managing Director

Yangon, Myanmar - March 19, 2024 - TrueMoney Myanmar, a leading fintech company, proudly announces the appointment of Jessie Chong as its new Managing Director. With a proven track record of success and a diverse background spanning various industries, Jessie brings modernized strategy and expertise to drive TrueMoney's growth and innovation in Myanmar.

Jessie's journey to the helm of TrueMoney Myanmar is marked by her remarkable career trajectory. She founded Boozeat.com, demonstrating her entrepreneurial acumen and innovative spirit from the outset. Subsequently, she held pivotal leadership positions at global giants like Heineken and TrueMoney International, where she honed her skills in finance management, digital marketing, e-commerce technology, and eWallet development.

Her extensive experience and strategic insight make Jessie an ideal leader to navigate Myanmar's intricate financial and regulatory landscape. Her leadership will be instrumental in steering TrueMoney's operations toward sustainable growth and fostering innovation in the digital finance sector.

Prior to her appointment as Managing Director of TrueMoney Myanmar, Jessie served as the Managing Director of TrueMoney Malaysia, where she spearheaded transformative initiatives and drove significant business expansion. Now, in her dual role encompassing both Malaysia and Myanmar, Jessie is poised to leverage synergies between the two markets, driving collaborative growth and enhancing TrueMoney's market position.

"We are thrilled to welcome Jessie as the new Managing Director of TrueMoney Myanmar," said Tanyapong Thamavaranukupt, Co-President at Ascend Money Co., Ltd., the operator of TrueMoney. "Her wealth of experience and diverse skill set will be invaluable assets as we continue to innovate and expand our footprint in Myanmar's dynamic fintech landscape. We are confident that under Jessie's leadership, TrueMoney Myanmar will reach new heights of success."

Jessie's appointment underscores TrueMoney's commitment to fostering talent and driving innovation in Myanmar's fintech sector. With her visionary leadership, TrueMoney is poised to deliver innovative financial solutions that empower individuals and businesses across the country.

About TrueMoney Myanmar:

TrueMoney Myanmar is a leading fintech company committed to driving financial inclusion and innovation in Myanmar. Through its comprehensive suite of digital financial services, including remittance solutions, and payment gateways, TrueMoney empowers individuals and businesses to access affordable and convenient financial services. With a strong commitment to customer satisfaction and technological innovation, TrueMoney is dedicated to revolutionizing the financial landscape in Myanmar.

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