

Jolyn Gasper is Senior AVP, ESG at Astro Malaysia Holdings, Malaysia's leading content and entertainment company. In her 20 years with the company, Jolyn has been involved in corporate communications, stakeholder engagement, corporate responsibility, and sustainability. She helped establish Astro's 5 ESG Pillars of Responsible Business, Caring for our Environment, Voice for Good, Education for All and Community Development. She is one of the key individuals responsible for setting up the Astro Kasih Foundation in 2012 to serve the community through flagship programmes centred around collaborative partnerships and shared value with all stakeholders including government ministries, agencies, NGOs, corporations, and local communities. One of the most notable projects was setting the Guinness World Record for 'Longest underwater clean-up' in 2013 where volunteer divers completed over 168 consecutive hours of underwater clean up collecting over 3 tonnes of debris from 224 dive locations in 1,120 dives. With Astro's far-reaching platform, Jolyn also crafts content across various genres to amplify positive ESG messaging and to inspire, influence and stimulate meaningful change.