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OUR BUREAU

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MetLife, a global life insurer, on Tuesday announced that Sanjeev Kapur has joined as Senior Vice-President and Chief Marketing Officer (CMO) of Asia.

Kapur will report to Esther Lee, MetLife Executive Vice-President and global Chief Marketing Officer, and Chris Townsend, President of Asia. Kapur will also join the Asia leadership team and will be based out of Hong Kong.

Most recently, Kapur was the Regional Head of Marketing at Citi, responsible for leading its regional and country marketing teams across 17 countries in Asia-Pacific, Europe, Middle East & Africa. Prior to his 12 years at Citi, he led the brand and product strategy at Hindustan Unilever.

"Sanjeev's significant experience and proven track record of driving strong business results will be a great asset as Asia continues to grow and drive value for MetLife. We are pleased to have him on board and confident that he will create competitive advantage for the company," Townsend said in a statement.

