Cher Chua-Lassalvy [1]

Co-Founder, Batu Batu – Pulau Tengah
Pulau Tengah, Malaysia

Cher is the co-founder of Batu Batu – Pulau Tengah and Tengah Island Conservation. After completing her degree in Social and Political Sciences and Social Anthropology at the University of Cambridge, Cher spent ten years in London with Moody’s the global bond rating agency where she was an Assistant Vice President within the Structured Finance ratings group. In 2010, Cher returned to Malaysia on TalentCorp’s Returning Expert Programme and de-camped to Pulau Tengah with her young family to set-up and run the family-owned Batu Batu island project.

Batu Batu opened in 2012 and today Cher continues to oversee the company’s strategy and operations with a specific interest in developing conservation and sustainability initiatives. Cher has a particular interest in creating tourism products that support biodiversity and local communities and advocating for tourism as a force for good. As a native Johorean, she finds particular pleasure in working with other stakeholders in the area and developing projects in her home State.

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