Lutfi Hakim Ariff

Policy and communications strategist, producer and columnist working across government, social impact and culture.

NYC / Chicago / KL · linkedin.com/in/lutfi-hakim

EXPERIENCE

Business and AI Development — *What About Rural Health?*
Building the next global phase of a rural health media and training startup, using AI and technology.

Head, Social Impact — *Zak Capital*
Deployed over $1 million in impact capital across 7 initiatives and set up the Pahang Economic Advisory Council.

Co-Founder and Director — *Gunung Cherita*
Executive produced the feature film Maryam Pagi ke Malam, raised RM500,000, took it to 5 global festivals and secured 2 international awards.

Press Secretary to the Finance Minister — *Ministry of Finance Malaysia*
Served as the Finance Minister's primary strategic advisor on media, reputation and crisis communications during national policy rollouts.

Research Lead — *IMAN Research*
Designed and managed grant-funded research on transnational countering violent extremism, covering fieldwork, survey design and campaign planning.

Centre Associate — *Asia Centre*
Provided training and advice on selected programmes and served as Asia Centre Malaysia's contact person in Kuala Lumpur.

SELECTED WORK AND WRITING

Executive producer — *Maryam Pagi ke Malam*
Feature film.

Co-author and book producer — *Parliament, Unexpected*
Book, Matahari Press.

Producer and presenter — *Waroeng Baru*
Politics podcast in Bahasa Malaysia.

Producer and presenter — *GenMeme*
Covid-era web series and podcast.

Columnist — *Malaysiakini*
Columns on policy, politics and society since 2021.

EDUCATION

Master of Public Policy — *University of Chicago*

MA, International Political Communication — *University of Sheffield*

BComm, Professional Communication — *RMIT University*

AWARDS AND GRANTS

Connections Through Culture Grant, 2024 — *British Council*

SKILLS

- *Strategic communications*
- *Public policy*
- *Social impact strategy*
- *Film and content production*
- *Partnerships and fundraising*