



Chin Tiong Tan

Chin Tiong Tan is Deputy President of Singapore Management University. He received his PhD in Marketing from Pennsylvania State University. He is active in management development and consulting, has designed and taught many executive programs around the world, and is a regular speaker in the US, Europe, Australia, New Zealand, Asia, and South Africa.

Prof Tan was the Academic Advisor to Singapore Airline's Management Development Centre for 10 years. He is currently on the Board of Directors of several listed companies and has served as strategic and business advisor to many organizations. He is Past President and Chairman of Senate of the Marketing Institute of Singapore.

Prof Tan has published his research in many international journals and is author and co-author of many books, among the most recent *Marketing Management: An Asian Perspective* (with Philip Kotler).