



## Chin Tiong Tan

Prof Chin Tiong Tan is Senior Advisor to the President of Singapore Management University, and professor of Marketing at the Lee Kong Chian School of Business, SMU. He is Board member of CEEMAN and member of the board of trustees of Almaty Management University, Kazakhstan.

Prof Tan is the founding Provost of Singapore Management University and the founding President of Singapore Institute of Technology. Previously, he was at the National University of Singapore. Professor Tan received his PhD in Business from the Pennsylvania State University, USA.

Prof Tan is active in management development and consulting. He designed and taught in many executive programs around the world and is a regular speaker in the US, Europe, Asia and South Africa. Prof Tan was on the Board of Citibank Singapore Ltd and the non-executive chairman of Superior Multi-Packaging Ltd (a listed company). He is currently an independent director of several publicly listed companies.

Prof Tan is co-author of Philip Kotler on several popular marketing textbooks. He also co-authored *New Asian Emperors: The Business Strategies of the Overseas Chinese*, and *The Chinese Tao of Business: The Logic of Successful Business Strategy*. Prof Tan is active in various government agencies. He was a member of the Steering Committee that set up the 3rd University (Singapore Management University) and 4th University (Singapore University of Technology and Design) in Singapore.