

Biography



Anthea Tan, CEM, CMP

Executive Director of Sales, Tradeshow and Associations
Marina Bay Sands Pte Ltd

Anthea Tan serves as the Executive Director of Sales, Tradeshow and Association at Marina Bay Sands.

Her role involves driving exhibition and association lead events into Marina Bay Sands both locally and internationally. As a per-opening team member, Anthea has served over 16 years in Marina Bay Sands, exceling in different roles within the team over the years.

Prior to joining Marina Bay Sands, Anthea was a tradeshow and conference organizer for 6 years and worked in key exhibition organizing roles across operations, project management, marketing and sales in Informa, one of the world's largest Professional Exhibition Organisers.

Anthea has served many roles in in Singapore Association of Convention & Exhibition Organizers & Suppliers (SACEOS) to give back to the one industry that has nurtured her and that she is extremely passionate about. She has worked in the Sustainability committee within SACEOS where she help developing standards, education and awareness of sustainability efforts in MICE industry. Previously as Honorary Secretary, she has worked to update the constitution, so they are relevant to the ever-changing MICE industry

Anthea has also established close network with other key global industry associations such as UFI, SISO, PCMA, ASAE and IAEE. Attending many of the conferences over the years to broaden her knowledge and depth of the market. She look forward to help advocate our local association to the international community and apply good practices from what she learnt to our local industry.

Anthea holds a Bachelor in Business from Royal Melbourne University of Technology majoring in Marketing. She has also holds the Certified Exhibition Management (CEM) global accreditation from the International Association of Exhibitions & Events (IAEE) and Certified Meeting Planner (CMP) from the Events Industry Council.