

Professional Write Up

Miko Tan is a dynamic leader in the events and brand activation space, with a proven track record in driving impactful consumer engagement and business growth. As Director of Events and Brand Activation at Kingsmen Ooh Media & I-PROMO, she oversees the B2B2C divisions, crafting innovative strategies that bridge businesses with consumers through immersive brand experiences.

With over two decades of expertise in marketing, events, and experiential activations, Miko has successfully led high-profile projects across diverse industries. Her ability to blend strategic vision with hands-on execution has made her a key driver of business transformation, helping brands create meaningful connections with their audiences.

Beyond her corporate role, Miko is a strong advocate for industry growth and collaboration, actively shaping the evolving landscape of the MICE and brand activation sectors. Passionate about innovation and customer engagement, she continues to push boundaries to deliver exceptional experiences that leave a lasting impact.