

Biography



Anthea Tan, CEM, CMP

Executive Director of Sales, Association and Exhibitions
Marina Bay Sands Pte Ltd

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

Her role involves driving exhibition lead events into Marina Bay Sands both locally and internationally. As a per-opening team member, Anthea has served 15 years in Marina Bay Sands, excelling 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.

Being passionate about the Meetings and Business Events Industry, Anthea has served many roles in Singapore Association of Convention & Exhibition Organizers & Suppliers (SACEOS) since 2015 as Vice President (Suppliers) to represent the collective interest of the supplier chain within the industry in Singapore, Vice President for Advocacy and Communications and most recently Honorary Secretary. Within SACEOS, Anthea also assumes the key role in the Sustainability committee within SACEOS where she drives developing standards, education and awareness of sustainability efforts in MICE industry.

Anthea has also established close network with other key Tradeshow industry associations such as UFI, SISO and IAEE. Broadening her knowledge and depth of the market.

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.