

NEW CHIEF EXECUTIVE FOR SINGAPORE TOURISM BOARD

The Ministry of Trade and Industry (MTI) today announced that Mr Keith Tan Kean Loong, currently the Deputy Secretary (Policy) of the Ministry of Defence (MINDEF), will be appointed as Chief Executive (CE) of STB with effect from 29 October 2018.

Mr Keith Tan Kean Loong, 陈建隆

2 As Deputy Secretary (Policy) of MINDEF, Mr Tan is responsible for defence policy, strategic communications, national education and Total Defence. He played a key role in strengthening Singapore's defence relations with key international partners, enhancing MINDEF's strategic communications capabilities and deepening MINDEF's partnerships with the private and people sectors in support of Total Defence. He also helped to grow MINDEF's public and social media engagement efforts as well as oversaw efforts to apply data analytics in public communications and policy making. Key projects he oversaw included the signing of the Singapore-Australia Comprehensive Strategic Partnership, the setting up of So Drama! Entertainment and extending the reach of Total Defence and National Education through innovative means such as gamification.



3 Prior to MINDEF, Mr Tan held various senior leadership positions including Senior Director, PS21 Office at Public Service Division, Institute Director; Institute of Governance & Policy at Civil Service College; and Director, Foreign Economic Policy Division at the Ministry of Trade and Industry. Mr Tan obtained a Bachelor of Arts degree in English Literature from Princeton University (USA) graduating Summa Cum Laude. He also holds a Master of Arts in Management from the Claremont Graduate University (USA).

4 Mr Loh Khum Yean, Permanent Secretary for MTI, welcomed Mr Tan as the new CE of STB. Mr Loh said, “I am confident that Keith’s experience in various leadership roles over the course of his career will equip him well to lead STB to achieve its next lap by pursuing Quality Tourism and driving tourism development.”

MINISTRY OF TRADE AND INDUSTRY

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For media queries, please contact :

Geraldine Tan
Senior Assistant Director
Corporate Communications Division
Ministry of Trade and Industry
Tel : 6332 5080
E-mail : geraldine_tan@mti.gov.sg

Susanah Toh
Assistant Director
Corporate Communications
Singapore Tourism Board
Tel : 6831 3626
E-mail : Susanah_TOH@stb.gov.sg