

## Keith Tan

Keith Tan assumed the appointment of Chief Executive of the Singapore Tourism Board on 29 October 2018.

From 2014 to 2018, he served as the Deputy Secretary (Policy) in the Ministry of Defence, where he strengthened Singapore's international defence partnerships, led MINDEF's longer-term strategic planning and guided MINDEF's strategic communications and public engagement efforts.

From 2013 to 2014, Keith was Senior Director of the Public Service Division's PS21 Office, and concurrently held the appointment of Institute Director in the Institute of Governance and Policy at Singapore's Civil Service College. Keith also served in the Ministry of Trade and Industry (MTI) as Director of the Economics and Strategy Division (2008 - 2010) and the Foreign Economic Policy Division (2010 - 2013). From 2010 to 2013, he led Singapore's Free Trade Agreement (FTA) negotiations with the European Union, and also served in the negotiating team for the Trans-Pacific Partnership.

Keith graduated with highest honours in English and Comparative Literature, and a Certificate in Russian Studies, from Princeton University. He also has a Master degree in Management from the Peter Drucker School of Management, Claremont Graduate University.

He was awarded the Public Administration Medal (Silver) [Pingat Pentadbiran Awam (Perak)] in 2017.

Keith is married with four children.

## Kontakt Daten

**Keith Tan**  
CEO  
Singapore Tourism Board



## Veranstaltung

[Keynote-Panel: Re-thinking Tourism Success: Managing Destinations for Sustainable Growth](#)

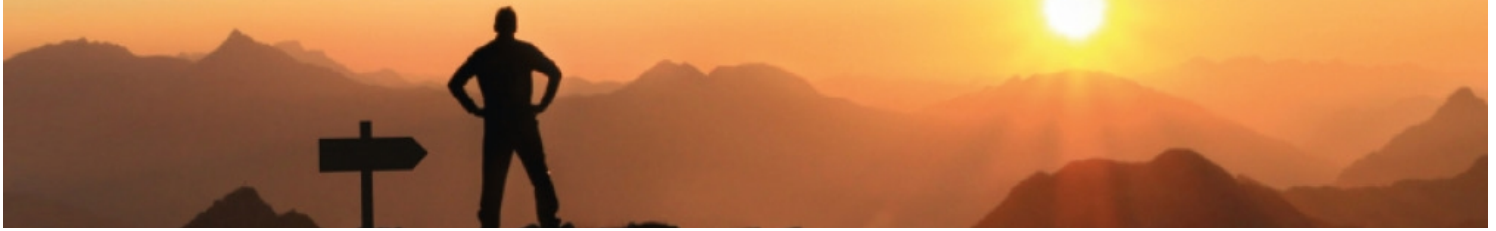
Mittwoch, 4. März 2020, 11.00 - 11.45 Uhr

# REFERENTEN



**ITB**  
BERLIN

The Leading  
Travel Industry  
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**CONVENTION**



CityCube Berlin, Saal A1

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



**EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN**

Kurzfristige Änderungen vorbehalten.