

**Mabel Tan**

Centre for English  
Communication  
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University

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**Date of CV revision:** 1<sup>st</sup> July 2020

**Citizenship:** Singaporean

**Education**

<i>Year Graduated</i>	<i>Highest Degree Obtained</i>
2014	Master of Communication Studies (by Research)
1994	Bachelor of Business Administration (Merit)

**Position(s) Held**

<i>Year/s of Service</i>	<i>Current/Most Recent Position Designation Name of Organization</i>
1 year	Associate Lecturer SIM Global Education
3 years	CEO BTL Learning Centre Pte Ltd
5 years	Adjunct Lecturer Singapore Polytechnic & Nanyang Polytechnic
7 years	Assistant Vice President StarHub Ltd
2 years	Head of E-Commerce Yahoo Southeast Asia Pte Ltd

## Awards, Recognition and Honors

- Dean's Distinction List, BBA NUS 1994
- Dean's Commendation 1993, BBA NUS (2<sup>nd</sup> year)
- Dean's Commendation 1992, BBA NUS (1<sup>st</sup> year)
- Academic Award 1990, Nanyang Junior College

## Chapters in Books

1. Mabel Tan and Peng Hwa Ang (2014). Fine-tuning the Competition: The Case of Singapore's Cross-Carriage Rule in Ending Content Exclusivity. *Policy and Marketing Strategies for Digital Media*. Routledge.

## Published Reports

1. Mabel Tan and Ang Peng Hwa (2014, April 29). Time to rein in runaway bidding for sports rights. *The Straits Times*, Opinion page A21.
2. Mabel Tan and Ang Peng Hwa (2013, May 27). Opening the door to flexible pay television. *The Straits Times*, Opinion page A22.
3. Mabel Tan (2009, October 7). Pay TV: Time to level the playing field, *The Straits Times*, Review page A23.

## Courses Taught - Undergraduate

- University of London, MN3141 Principles of Marketing, AY 2019/2020
- RMIT University, MKTG1427 Digital Marketing, AY 2019/2020
- Murdoch University, International Marketing Management, AY 2012

## Consultancy

1. United Nation's Asia Pacific Centre of Information & Communication Technologies (UN-APCICT), Consultant, October 2015-March 2016