



**HEART MEDIA PTE LTD**

Co & GST registration no. 199700537R

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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

### **Heart Media Welcomes Two Seasoned Professionals**

**SINGAPORE, July 2013** — Heart Media proudly announces the appointment of Alan Tan as Vice President Business Development, and Nicholas Tan as Group Marketing Manager.

Alan Tan brings with him over 10 years of publishing experience earned from organisations with presence in Asia-Pacific. Between 2001 and 2005, he worked for high jewellery brands Bulgari (Singapore) and Chopard (Singapore) and helped establish their flagship boutiques in Ngee Ann City. In 2005, he joined Revolution Asia as Sales Manager, and was eventually promoted to Market Director for Asia Pacific in 2009. He set up and managed the company's Greater China operation in Shanghai while supervising the sales and marketing teams in Singapore, Malaysia and Hong Kong. Alan has initiated important meetings with international clients at various trade events, notably SIHH (Geneva) and BaselWorld.

As Vice President of Business Development, Alan will work closely with local and SEA clients on marketing initiatives and strategy.

New Group Marketing Manager Nicholas Tan's key responsibilities will include promoting Heart Media brands through strategic collaborations with relevant brand partners. This will be accomplished through online and print ATL and BTL reader promotions and events.

Nicholas initially honed his marketing skills when he successfully launched the American bowling products brand Lane #1 in Singapore in 2001. Upon graduation, he worked for two years as an Assistant Advertising Manager for an Australian newspaper. He returned to Singapore in 2010 and joined MediaCorp's publishing sales department in charge of popular titles *8 Days* and *I-Weekly*. In 2012, Nicholas joined SPH Magazines to help lay the foundation for the new web and digital tablet editions of various men's and special interest titles.

*"With Alan Tan and Nicholas Tan joining Heart Media, the company is set for higher growth and further international expansion. The company feels proud and honoured to be welcoming these seasoned talents,"* says Mr. Olivier Burlot, CEO & Publisher of Heart Media.

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### **About Heart Media**

Heart Media, the publisher of WOW, WOW Jewellery, MEN's FOLIO, FORM, ROOM, PALACE magazines is committed to publishing market leading magazines and digital media that connect with the region's affluent and brand-conscious consumers through their chosen lifestyle activities. Heart Media's titles have established solid reputations in their respective sectors with illustrious track records. Each one has built a strong market presence across Singapore, Malaysia and Indonesia.

With a vision to strengthen its regional growth and offices in Singapore, Kuala Lumpur, Jakarta, Hong Kong and Shanghai, Heart Media is regarded as one of Asia's fastest growing media and publishing houses.

For more information, please visit: [www.heart-media.com](http://www.heart-media.com)

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