



Patrick Tan SK, PhD

Highly dedicated and committed teacher. Consistently rated highly by students for teaching excellence. Optimistic, independently-minded and forward looking with a passion for conducting impactful research that helps organizations develop new business models and execute strategic solutions that work.

Regular contributor to Entrepreneurs' Digest and invited speaker to conferences and radio talk-shows.

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Research & Teaching Interests

Strategy, incl application of Sun-Tzu Art of War to business

Business Model Innovation

Design Thinking

Digital Business Models and Platforms

SME Businesses

Management of Asia-Pacific Businesses

Fintech and Insurtech

Corporate Entrepreneurship

Strategic Negotiation

Teaching and Program Development Experience

- Senior Lecturer of Strategic Management, Singapore Management University – Current.
- SMU Adjunct Faculty, Strategy and Organization, Singapore Management University, 2017 – Jun'2019 Teach Strategy, Business Capstone and Business Practicum courses
- SMU Executive Development – Programme Director and Faculty, “GREAT Leaders Development Program” for a major local insurance company in Singapore - 2019
- SMU Academy - Corporate Entrepreneurship and Innovation - 2019
- Singapore College of Insurance – ASEAN Young Insurance Managers Program – 2018.

Publication

Academic Publication

1. Chapter 6: Experiential Approach to Strategy Formulation, Richard Smith and Patrick Tan, Teaching Strategic Management edited by Sabine Baumann, Edward Elgar Publishing. Submitted for publication. To be published in Sept 2019
2. Working on a joint paper on “Teaching experiential-based Strategy Courses: Impact on Student Outcomes” with Rick Smith, and Nicole Coomber and Protiti Dastidar, University of Maryland.

Industry / Business Publication

1. Breaking the Innovation Code, Entrepreneurs' Digest, Mar 2018
2. Going Global with the Right Business Model, Entrepreneurs' Digest, Sept 2018

Conference and Workshop Speaking Experience

Presented at several recent conferences / forums

- Oct, 2018 – ASEAN Young Insurance Managers Program, Bangkok
- Mar, 2018 – Future Ready Forum organized by SMU Executive Development.
- July, 2018 – Workshop on Design Thinking for SME owners, by SMU-UOB AEI
- April 2017 - Panelist in United Overseas Bank Leadership Development Program organized by SMU Executive Development
- 2016 - 20:20 Customer Experience in Financial Services: Asia Pacific

Teaching / Education Award

- SMU-X Excellent Teacher Award Nominee – 2018
- Service to Education Award by the Ministry of Education, Singapore

*Leadership & Human
Capital Management*

*Languages (Written and
Spoken)*

English

Chinese

Recent Consulting Projects

- Major Banking Group in Singapore – Review and propose new business model for Business Banking Division - 2019
- Major Hotel chain in China – Review and develop a new business model for business travellers – 2018

Professional Career Experience

- More than 30 years of senior regional management experience in banks and insurance companies. Held roles in regional and country general management, sales and business development, operations, customer services and IT.
- Companies worked for includes:
 - Chief Distribution Officer, AXA Insurance – Sept 2015 to Oct 2016
 - Global Head, Insurance, Annuities and Platform, Global Wealth, ANZ Bank – Jun 2012 – Sept 2015
 - Senior Vice President, NTUC-Income – Feb 2011 – Jun 2012
 - Chief Operations Officer, Cigna China – Oct 2008 – Feb 2011
 - Regional Operations Director, Cigna International – 2007 - 2008
 - Technical Advisor, Cigna Indonesia – 2003 - 2007
 - Regional Business Development Director, Cigna International – 2002 - 2003
 - Head of Emerging Business & Vice-President, OCBC Bank – 2000 – 2002
- Involved in starting up businesses in Singapore, Indonesia, Thailand and China. From developing strategy, to recruitment and developing team. Managed teams of 8 to 200
- Lived and worked in China, Indonesia, Thailand and Korea for 9 years. Travelled extensively across Asia-Pacific, including Australia

Academic Qualification

- Doctor of Philosophy, PhD. Singapore Management University, 2017
- Master of Business Administration, MBA. Brunel University, 1996
- Bachelor of Business, University of Southern Queensland, 1992
- Fellow of Chartered Insurance Institute, by examination

Community Service

- Currently serving as Mentor to 2 Insurtech Start-ups – Vouch and GigaCover
- Currently serving as Council Member of Telok Blangah Inter-Religious Confidence Circle (IRCC), a grassroots organization to promote religious harmony
- Currently serving as a lay clergy in the voluntary capacity of Bishop in his Church. Minister to 300 members

National Service

- Enlisted in the 1st Commando Battalion, Singapore Armed Forces - 1977
- Completed NS liability. Held rank of Lieutenant.