

## MONICA VILLEGAS TOMLIN



Mrs Tomlin is the Assistant Chief Executive (Planning) of the Singapore Tourism Board (STB).

Prior to joining the STB, Mrs Tomlin was an Associate Director with international management consultancy Arthur D Little where she advised leaders of large organisations in both the public and private sectors.

Representative public sector clients in Singapore included the Ministries of Defence, Manpower, National Development and the Environment, and statutory boards such as the Jurong Town Corporation and the Economic Development Board. Among her private sector clients were Chan Brothers, Raffles International, Abacus and Thomas Cook. In Malaysia she advised, among others, the Prime Minister's Office and the Ministry of Science, Technology and the Environment.

Mrs Tomlin draws upon her rich experience in consulting in her current portfolio as head of the Planning Group in STB. The Group works closely with STB's business and international units on growth strategies for the Tourism sector, manages incentive schemes for industry development, ensures that up-to-date information and research is readily available, and spearheads knowledge management initiatives.

Mrs Tomlin, who has lived in Singapore since 1986, graduated from the Université de Genève with a Bachelor of Arts in Economics and also holds a Master's degree from the Sloan School of Management of the Massachusetts Institute of Technology. She is fluent in English, French and Spanish, and has a keen interest in interior architecture and design, and traditional crafts. She is married and has two sons.