

## MAURICE WILLIAMS PMC

20 years of marketing, advertising and sales expertise, in positions such as the Chief Marketing Officer of public-listed Singapore Post, Marketing Director of Sentosa, and a member of the Economic Branding Task Force and the Integrated Resort Selection Committee (Ministry of Trade & Industry).

Some of Maurice's career highlights include:

- ✓ Transformed Sentosa into a star attraction with 1m visitors monthly. Attained over 30 marketing awards. Attracted S\$10.2b in investments and increased rental revenue 13-fold to S\$15m annually. Staged world-class events such as *Barclay's S'pore Open*, *Forbes Global CEO Conferences*, *Volvo Ocean Race*.
- ✓ Streamlined S'pore Post's image in 122 properties. Introduced logistics, mail, retail & financial products - won a Direct Marketing Award, and increased a business unit's revenue 400% to S\$1m annually.
- ✓ Set up the world's 1<sup>st</sup> *Wired on Wireless* digital broadcast application across 1800 buses, taxis & trains, and across 225 supermarkets, to enhance advertising impact.
- ✓ Managed up to 36 staff and annual budgets of up to S\$15m. Collaborated with organisations such as DHL, China Post, banks, government bodies, MTV, SIA, and National Geographic.

Currently a SPRING Certified Business Advisor, Maurice also lectures at Nanyang Polytechnic School of Business and on occasion is guest speaker at Cornell Nanyang Institute of Hospitality Management.