

Tan Sin Hon, Albert

陳信宏

Strategically-minded professional with over 17 years of experience spanning global sponsorship management, regional sports development, and personal training management. Proven ability to optimize operations, extend market reach, and manage complex relationships. Currently expanding legal and technological expertise through dual LLMs in Dispute Resolution and Law & Technology. Hold notable certifications as an MCiArb under CiArb and as a civil/commercial mediator from ADR ODR International. Aimed at leveraging extensive background and academic pursuits to excel in the field of dispute resolution and arbitration.

Experience

2016 – 2023

Global Sponsorship Agent/VENUM

- Oversee global sponsorship operations for the brand. Monitor ROI from sponsorship contribution by managing sponsorship portfolio. Established and accomplished global sponsorship objectives of the company.
- Supervised direct reporting staff and setting overall sponsorship policy. Set sponsorship goals and objectives and monitored portfolio performance, including performance reviews. Allocate use of available sponsorship resources.
- **Increased sponsorship market reach to all continents.**

2011 – 2015

Regional Development Officer/Federation of International Polo

- Oversaw development of the sport of polo in 21 countries (Asia, Australasia, Africa).
- Provided administrative and technical support to existing National Associations of Member countries within the zone.
- Created framework for the organization of events (workshops, carnivals, tournaments, competitions) in line with the master strategic development plan as approved by the Executive Committee of the Federation.
- Worked with multi governmental agencies of countries interested in promoting polo to set up an operational and functioning governing body within their territory. Worked with private entities and corporations to acquire funding for the development of the sport.
- Managed the day-to-day communication with FIP's existing partners to ensure all contractual rights were delivered, activation programs developed, and long-term sponsorship goals were achieved and reported upon.
- Was responsible for supporting all areas of sponsorship renewals and new sales efforts, generating leads, preparing sales documents and assisting in negotiations. Was in charge of the administration

and operations of FIP Properties Pte Ltd, a Special Purpose Vehicle wholly owned by the FIP to manage the marketing and brand plan, and intellectual property management aspects of the Federation.

- **Administrator for 2014 FIP World Championship – Zone D Qualifier Playoff.**
- **Administrator for FIP Super Nations Cup 2012, 2013, 2014.**
- **Administrator for 2013, 2014, 2015 FIP Snow Polo World Cup.**
- **Federation of International Polo (FIP) Zone D Umpire's Education Program Manager.**
- **Creation of player, coach, official development pathway programs.**
- **Secretariat for the FIP Marketing Committee.**

2003 – 2010

Personal Training Manager/Planet Fitness Pte Ltd, Singapore

- Was in charge of the company's whole Personal training operations in 6 locations with 85 full-time and 15 part-time staff in the department. Responsible for staff recruitment, staff training and P&L of the whole department with an average of SGD1.3 million dollars per annual sales contribution to the company as a department.
- **Increased profit of Personal Training department by 15% average on year.**
- **Increased retention rate of staff within the department by implementing career progression pathway.**
- **Reduced client attrition rate with introduction of a PT department specific Customer Relationship Management Program.**

Education

Major

- University of London (LSE) - BSc in International Relations
- University of Aberdeen – LLM. Dispute Resolution – Ongoing.
- Singapore Management University – LLM. Law and Technology – Ongoing.

Professional Membership/Affiliations

- Member of the Society of Mediation Professionals - (SG)
- Member of the Chartered Institute of Arbitrators
- Member of the International Law Association Singapore Branch
- Member of Corporate Legal Operations Consortium
- Member of the International Society of Sustainability Professionals
- SSRN Author page: <https://ssrn.com/author=3025132>

Other Achievements

Dentons Rodyk Access to Justice Award (2023)

- Event: SMU LIT 2023 Hackathon, SMU Legal Innovation and Technology, Team Legal Eagle.

ADR ODR International Accredited Civil / Commercial Mediator (2023)

Asian International Arbitration Centre (AIAC) Panel of Mediators – Mediator #1626