mengliang.online@outlook.com

TAN MENG LIANG

Hospitality Marketing | Digital | Customer Journey | MarTech

Singapore

Senior marketing capability combining hospitality experience, commercial thinking, digital performance and marketing technology.

I am a marketing professional with experience across **Accor, Expedia, TripAdvisor and Frasers Hospitality**. My background spans hospitality, digital marketing, eCommerce, customer journey, data and marketing technology, giving me a broad view of how marketing contributes to commercial performance.

I work across both the strategic and practical sides of marketing. Rather than treating channels, customer data and technology as separate disciplines, I connect them to improve how a business attracts customers, converts demand, builds relationships and creates long-term value.

WHAT I BRING

Commercial Marketing

Brand positioning, digital acquisition, eCommerce, SEO/SEM, metasearch, campaign strategy and performance optimisation.

Customer & Growth

Customer journey, CRM, loyalty, retention, advocacy, reputation and direct relationship development.

Data & Technology

Customer data, analytics, MarTech, measurement, platform thinking and the connection between systems and business outcomes.

Hospitality Perspective

Understanding of hotel commercial realities, distribution economics, direct versus intermediary demand, guest experience and owner returns.

HOW I APPROACH GROWTH

Discovery → Consideration → Conversion → Experience → Retention → Advocacy

The objective is not to create more marketing activity for its own sake. It is to identify where the business is losing demand, margin, customer value or efficiency, then focus resources on the areas where marketing can make a measurable commercial contribution.

FOR YOUR BUSINESS

I am open to supporting organisations on a **project, advisory or fractional basis**. I prefer to begin by understanding the business priorities, commercial objectives, existing capabilities and constraints before defining the scope of work.

This allows the engagement to be built around genuine business needs, with a focused remit and clear outcomes, while complementing the capabilities already in place rather than duplicating them.

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