

Delicia Tan

Co-CEO, Greater China

CEO, Edelman Hong Kong and Greater Bay

Chair, Diversity, Equity & Inclusion, Edelman APAC



Delicia Tan is the Co-CEO of Greater China and CEO of Edelman Hong Kong and Greater Bay, who also manages the Taiwan market.

She is also Edelman's APAC Chair for Diversity, Equity and Inclusion.

With more than 20 years of integrated marketing communications experience across the Asia Pacific, Delicia is a Senior Client Strategist for key regional and global clients.

She was previously the Managing Director of Client Innovation and Growth at Edelman Singapore, leading the 50-strong Reputation Practice.

She has also led some of the firm's largest global client relationships, serving as the Regional Client Relationship Manager for Samsung and GE, with a focus on Reputation Management and Brand building. She also served as the Global Client Lead on the Singapore Tourism Board.

In 2013, she took on the role as Practice Leader at Edelman Beijing. There, she directed Corporate Reputation, Consumer Engagement and issues mitigation initiatives for large global clients.

Delicia started her public relations career at the Singapore Tourism Board, building marketing communications campaigns in support of the Board's economic objectives.

Prior to joining STB, Delicia was with Singapore Health Services, where she drove branding and marketing efforts as well as Crisis Communications during the SARS outbreak.

Delicia also spent three years honing her storytelling skills producing digital lifestyle news content for Singapore's national newspaper, The Straits Times.

Delicia graduated with a Bachelor of Arts (Distinction) in Media Studies from RMIT University in Melbourne, Australia.