



INSTITUTE OF MARKETING MALAYSIA

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Asst Honorary Treasurer of Institute of Marketing Malaysia (IMM)

SARAH TAN began her career in 1990 as Marketing Executive with Telekom Publications Sdn Bhd (TPSB) now known as TM Info Media Sdn Bhd. This is a Directory Publishing Company that publishes the Malaysia Telephone Directory namely, Yellow Pages, Business White Pages, Malaysia Chinese Yellow Pages and other Niche Directories such as Agriculture, Energy Guide, Halal Pages and Tourist Pages. These printed Directories are now available on the Internet and in e-digital format.

Currently she is the Manager in Product Marketing & Distribution Department. Sarah has experiences in Marketing Communications, Customer Services, Credit Collection Management, Litigation, Marketing Research Analysis, Corporate Communications, Events Management, Customer Complaints Management and Advertising and Promotions.

Sarah graduated from Universiti Sains Malaysia (USM) in 1987 and holds a Bachelor of Arts (Hons) in Mass Communications/Management. She also obtained a certificate in Marketing Planning and Research as well as a certificate in Advertising and Media Planning. Sarah is also a Certified Professional Marketer (CPM) awarded by the Asia Pacific Marketing Federation.