



# Leonard Tan

## Effective E-Marketing for SMEs



### Mr. Leonard Tan

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### Who is Leonard Tan?

A veteran of the Search Marketing scene in Singapore & SouthEast Asia and frequent seminar speaker on topics ranging from search marketing, online advertising, web analytics to online revenue generation & marketing ROI.

Founder of PurpleClick Media Pte. Ltd., an online marketing agency, specializing in Search Engine Marketing (SEM) and online media, Leonard led and drove PurpleClick Media from a 2-man team in 2006 to a leading online media agency, optimizing over thousands online campaigns, across local, regional and global web portals such as Yahoo!, Google, MSN.

His expertise in search marketing stems from his background in Yahoo! Southeast Asia. Brought into Yahoo Southeast Asia to re-launch the Sponsored Results platform in 2004, Leonard was instrument in educating the market on Search Engine Marketing. Recognised by Yahoo! Southeast Asia as its Certified Search Ambassador, he is the first and only individual to receive this recognition from Yahoo! SEA.

Leonard currently sits as an iAdvisor on IE Singapore Advisory Portal and contributes frequently to various editorials. His success and achievements have also been featured in Entrepreneur Digest, Marketing Magazine, Bold Leaps, HardwareZone Magazine, Ad Asia, Mediacorp News Radio 93.8, Radio Singapore International and others.

Leonard has lived and worked in Chicago, Shanghai, Beijing, Singapore and has travelled extensively around the world. He enjoys getting off the city with short getaways but also indulging in luxury travel. He is married, with a 10 month old son.