

WELCOME TO THE CLUB: Mr Goh (right) is conferred his Marketing Institute of Singapore fellowship by MIS Senate chairman Tan Chin Tiong. Mr Goh, SPH Search's vice-president of marketing, was one of five new fellows honoured last night. MIS fellows are senior marketing professionals who have made significant contributions to the marketing industry.



ST PHOTO: BRYAN VAN DER BEEK

SPH Search marketing exec honoured

By CHUA HIAN HOU

A SENIOR executive at SPH Search has been honoured for his contributions to the marketing industry.

Mr Johnson Goh, the unit's vice-president of marketing, was made a fellow of the Marketing Institute of Singapore (MIS) at its 35th anniversary gala dinner at the Raffles Town Club last night. The event was attended by 450 marketing industry professionals.

SPH Search, a joint venture be-

tween media group Singapore Press Holdings and Schibsted, is setting up the first locally-focused search engine in Asia.

MIS fellows are senior marketing professionals who have made significant contributions to the marketing industry.

"It's an honour to be conferred this fellowship by MIS. It's a form of recognition and a motivation for me to continue to excel as a marketer," said Mr Goh, 44, who is responsible for product development, marketing and customer service at the search engine.

Mr Goh, who is married with no children, joins the ranks of other marketing gurus such as City Developments managing director Kwek Leng Joo and Singapore Management University provost Tan Chin Tiong, who is also MIS Senate chairman.

Four other fellows were also honoured last night:

- » NUS Business School lecturer Tan Soo Jian;
- » Marketing consultant Kenneth Woon;
- » Makino Asia chief executive Moh Chong Tau; and

» Conference & Exhibition Management Services managing director Edward Liu.

The guest of honour, Ministry of Community Development, Youth and Sports parliamentary secretary Teo Ser Luck, also presented the MIS' inaugural Marketeer of the Year award to the group chief executive of Wildlife Reserves Singapore, Ms Fanny Lai.

The MIS described her as a "visionary marketer" who has achieved "excellent economic and social values at the international level for her organisation".