



NEW BLR MANAGEMENT IN FULL FORCE

JULY 2006

Following its acquisition by the Asian Debt Fund in November 2005, Bintan Lagoon Resort's sales and marketing functions are now under BLR Management Pte Ltd. The Singapore-based management company has recently completed a full staff force with 10 staff led by Rachel Grier, Director of Sales and Marketing.

#### Rachel Grier

Rachel, who joined the company in February 2006, has the task of building up the team and structuring its sales and marketing operations in Singapore. An Australian national, Rachel has more than 18 years in the hospitality and travel industry. Prior to Singapore, she was General Manager of the Global Hotel Program at Flight Centre Ltd and from 2000 to 2004, she was Vice-President for Sales and Marketing for the Heli-Australia Group from 1994-2000. Rachel holds a degree in hospitality from Box Hill College in Melbourne and is responsible for the overall sales and marketing functions of the resort. She is an experienced diver and a budding triathlete.

Rachel is supported by:

#### Chitra Randhawa, Senior Sales Manager – International/Travel Agency

Malaysian-born and now an Australian national, Chitra was most recently International Sales Manager for the Grace Hotel in Sydney and before that, she held various senior sales, product and operations positions in Cunard/Seabourn, Australian Pacific Touring, Gazebo Hotels, Southern World Vacation, ATS Pacific and Ansett Airlines. Chitra was awarded two ATEC (Association of Tourism Export Council) Awards in Australia for the Achievement and Recognition of ITOS (Inbound Tour Operators). Chitra's current responsibilities deal with the local and international travel agencies and attending various trade shows. She holds a degree in General Management and Marketing from the Macquarie Graduate School of Management.

#### Sandy Wee, Senior Sales Manager – MICE

Sandy Wee started her career with Diners World Travel in 1994 as Account Manager in Incentive Sales. She then spent two years at Bintan Lagoon Resort as Senior Sales Manager and gained city experience at the Mandarin Oriental Singapore. She holds a diploma in

#### **BINTAN LAGOON RESORT**

c/o BLR Management Pte Ltd  
50 Raffles Place  
#10-03A Singapore Land Tower  
Singapore 048623

Tel: (65) 6750 2285  
Fax: (65) 6225 2117  
Email: [media@bintanlagoon.com](mailto:media@bintanlagoon.com)  
Web: [www.bintanlagoon.com](http://www.bintanlagoon.com)





Tourism Studies from SHATEC and is responsible for the resort's corporate business for meetings, incentives and conferences.

Selena Oh, Senior Marketing Manager

Prior to joining BLR Management, Selena was Regional Manager – Asia for eight years with the South Australian Tourism Commission based in Singapore. Following a degree in Travel Industry Management from the University of Hawaii, Selena started her career with the Hyatt International in Singapore before moving to Omni Marco Polo Hotel and thence to Hilton International Singapore. She is responsible for the marketing communications and PR functions of the Resort.

Bernard Kee, Marketing Manager

Bernard's connection with Bintan goes back to 2003 when he was with SemHotel as Marketing Manager for its Bintan properties. He started his career as Telesales Manager with Stanchart Bank in 1997 before moving to Citibank as Business Development Manager in 1999. Bernard holds a BA in Communications and Media Management from the University of South Australia and a Graduate Diploma in Marketing Management from Singapore Institute of Management. He is responsible for branding activities and online marketing. A keen triathlete, he is also involved in organizing sporting events for the Resort.

Lester Tan, Sales Manager – Golf and Memberships

Lester was most recently the Account Manager for Power 98FM and Dongli88.3FM since 2003. He has also held communications roles with Hewlett-Packard and Visa International Service Association. A passionate golfer with a handicap of 9, Lester holds an Honors degree in Business Studies and Management from the University of Bradford. He is responsible for the growth and sales of the Resort's golf and membership base.

Belinda Liu, Sales Manager – Travel Agency

Belinda's earlier experience spans Mango Travel, Universal Resort and Club Med. She holds a diploma in tourism and assists Sandy Wee and Chitra Randhawa in servicing the FIT and GIT segments.

**BINTAN LAGOON RESORT**

c/o BLR Management Pte Ltd  
50 Raffles Place  
#10-03A Singapore Land Tower  
Singapore 048623

Tel: (65) 6750 2285  
Fax: (65) 6225 2117  
Email: [media@bintanlagoon.com](mailto:media@bintanlagoon.com)  
Web: [www.bintanlagoon.com](http://www.bintanlagoon.com)





Tay Lay Ling, Sales Executive – MICE

Lay Ling was previously with SemHotel as Sales Executive for its Bintan properties since 2004 and started her career as a tour consultant for UOB Travel. She holds a Post-Graduate Diploma in Marketing from Chartered Institute of Marketing and assists Sandy Wee in corporate sales and operations.

Yeoh Gaik Leng, Sales Co-ordinator

An engineer by training from the University of New South Wales, Gaik Leng joins BLR Management from M1 where she was Engineer for Network Planning for the last five years. She co-ordinates sales enquiries between customers and the Resort; and provides operational support to the corporate team.

Siew Sher Lynn, Executive Secretary

A graduate from Nanyang Technological University in Business Administration, Sher Lynn was previously with Club 21 as a Merchandising Assistant. She provides and secretarial and administrative support to the team.

\*\*\* END\*\*\*

Media enquiries; Selena Oh, Senior Marketing Manager

**BINTAN LAGOON RESORT**

c/o BLR Management Pte Ltd  
50 Raffles Place  
#10-03A Singapore Land Tower  
Singapore 048623

Tel: (65) 6750 2285  
Fax: (65) 6225 2117  
Email: [media@bintanlagoon.com](mailto:media@bintanlagoon.com)  
Web: [www.bintanlagoon.com](http://www.bintanlagoon.com)





Back row from left:

Bernard Kee, Siew Sher Lynn, Chitra Randhawa, Selena Oh and Lester Tan

Centre row from left:

Belinda Liu, Rachel Grier and Tay Lay Ling

Front row from left:

Sandy Wee and Yeoh Gaik Leng



**BINTAN LAGOON RESORT**

c/o BLR Management Pte Ltd  
50 Raffles Place  
#10-03A Singapore Land Tower  
Singapore 048623

Tel: (65) 6750 2285

Fax: (65) 6225 2117

Email: [media@bintanlagoon.com](mailto:media@bintanlagoon.com)

Web: [www.bintanlagoon.com](http://www.bintanlagoon.com)





From left: Sandy Wee, Chitra Randhawa, Rachel Grier and Selena Oh

Hi-res individual photos and other group shots are also available.

## BINTAN LAGOON RESORT

c/o BLR Management Pte Ltd  
50 Raffles Place  
#10-03A Singapore Land Tower  
Singapore 048623

Tel: (65) 6750 2285  
Fax: (65) 6225 2117  
Email: [media@bintanlagoon.com](mailto:media@bintanlagoon.com)  
Web: [www.bintanlagoon.com](http://www.bintanlagoon.com)

