



**Dennis Tan**  
Chief Executive Officer and Executive Director  
Prudential Singapore

Dennis Tan was appointed the Chief Executive Officer of Prudential Singapore on 9 March 2020. He is also a Council Member at IBF Singapore, and Deputy President of the Life Insurance Association Singapore.

A veteran banker, Dennis has 26 years of experience in consumer banking spanning product development, segment management, marketing and sales and distribution.

Prior to joining Prudential, Dennis was with OCBC Bank for 10 years, of which 7 were spent leading a 3,100-strong consumer banking division as Head, Consumer Financial Services. Dennis also spearheaded the growth of OCBC's Premier Banking business in Singapore, Malaysia, Indonesia and China as Head of Branch and Group Premier Banking. He was also a member of OCBC Bank's Management Committee.

He began his banking career as a Management Associate with Citibank Singapore in 1993. In 16 years, Dennis rose through the ranks to become Managing Director, Sales and Distribution where he was responsible for 20 branches and 700 frontline staff.

Dennis is Singaporean. He holds a Bachelor of Science in Business (Honours with Distinction) from Indiana University and has completed the Stanford Executive Programme at Stanford University's Graduate School of Business. He is a Certified Financial Planner.