

Tina Crossland Datta
8 Cuscaden Walk
Four Season Park 1101
Singapore 249692

Prior Experience

*The Los Angeles Lakers, Los Angeles California
Marketing Director in charge of sponsorship 1990-1992

*The Collegiate Licensing Co., Santa Barbara, California
Global Licensing and Marketing Director 1992-1996

*World Federation of Sporting Goods Bern, Switzerland
United States Representative Trademark Infringement 1992-1996

*Global Brand Marketing, Inc., Santa Barbara, California
Director/Owner Global Footwear Company 1996-2007

*Datta Holdings, Inc. Santa Barbara, California
Director/Owner International Distribution Company 1996-2007

*American Cancer Society, Sacramento, California
Legislative Director/Ambassador 2003-2010

*International Brand Partners, Inc., Santa Barbara, California
Director/Owner Global Footwear Company 2007-2010

*International Brand Partners, Pte Ltd., Singapore
Director/Owner Global Footwear Company 2010-2015

*Republicans Overseas, Singapore
Chairman 2012-Current

*Ayuroma International, Pte Ltd. Singapore/Myanmar
Director 2012-2014

*American Volleyball Association, Singapore
Director 2015-Current

*Rovinco Global, Pte Ltd., Singapore/Sri Lanka
Director 2015-2016

*FCG Partners, Pte Ltd., Singapore
Director 2016-Current

Major Accomplishments

*Assisted in creation of Nike Global Collegiate Licensing Program

*Created a program for American universities to share licensing revenue with their Athletic departments therefore allowing large corporate sponsorship for college athletics to occur.

*Passed Legislation in California for restaurant labeling requirements for nutritional information.

*Passed Legislation in Washington D.C to support Breast Cancer and Colon Cancer

*Chaired/co-chaired large fundraising events in the United States raising millions of dollars.

Education:

Bachelor's Degree, Political Science
The College of Letters and Science
University of California, Los Angeles

Other Associations:

- *Past Board Member, World Federation of Sporting Goods
- *Past Member, American Apparel and Footwear Association
- *Past Member, National Sporting Goods Association
- *Past Member, Sporting Goods Manufacturing Association
- *Past Member, American Cancer Society
- *Past Board Member, Dream Foundation
- *Past Board Member Teddy Bear Cancer Foundation
- *Current Board Member SACAC Singapore, New Board Member
- *Caring for Cambodia, supporting committee member
- *Current Member American Chamber of Commerce, Singapore, TPP Committee, Government Relations Committee and Compliance Committee.