

MARLON CRISTIANO LIU [MARLO]

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Address: Liquica Municipality, Timor-Leste

Summary

Tourism Strategist | Destination Builder | Long-term Tourism expert

A visionary tourism leader and internationally recognised voice for emerging destinations, Marlon Cristiano Liu brings over 13 years of cross-sector expertise to the global stage—where tourism meets policy, investment, and sustainable development.

As General Manager of the Hotel Owners of Timor Lorosae (HOTL)—Timor-Leste's leading hospitality association—Marlon has engineered a bold national tourism agenda: authoring the inaugural National Travel Trade Manual 2026, executing Australian and New Zealand Government-funded destination marketing campaigns, and orchestrating high-impact FAM trips and press tours that have placed Timor-Leste firmly on the ASEAN tourism radar.

His international platform is distinguished. In the past year alone, he has represented Timor-Leste as the sole private-sector delegate at the ASEAN–India Professional Exchange (Guwahati, 2025), served as the first private-sector participant at the ASEAN Tourism Forum (2026), delivered the keynote at the Tourism Investment Forum (October 2025), and participated in the Culture, Tourism & Creative Sectors forum in Turin (June 2026). He does not merely attend the world's premier tourism forums—he shapes the conversation at them.

His expertise bridges the critical gap between destination readiness, SME capacity building, and investor confidence—skills increasingly vital as emerging markets compete for their share of Southeast Asia's rapidly growing inbound tourism market.

Experience

Hotel Owners of Timor Lorosae's (HOTL Associations)

General Manager

Bebonuk, Dili, Timor-Leste

1/2025 – Present.

HOTL is the leading and membership organizations for tourism and hospitality in Timor-Leste. Their goal is to support and inspire the tourism sector since 2019.

- Directed the strategic vision and delivery of a US\$39,000 combination of facility funded by the Australian and New Zealand Governments to promote Timor-Leste as a safe and adventurous destination within ASEAN. This was achieved through high-impact FAM trips, press tours, and influencer collaborations.
- Supervised the execution and continuous refinement of quality assurance, annual planning, and monitoring frameworks to ensure all initiatives were fit-for-purpose, met strategic objectives, and delivered value for money.
- Led strategic organizational adaptations, including two facility-wide restructures and change management processes, in response to dynamic funding and political economy conditions.
- Oversaw all program administration, including financial planning, procurement, donor reporting, and HR management for a team of 3 indirect core staff and 60 seconded personnel from member organizations.
- Established and managed high-level relationships with government, donor, and development partners, creating strategic linkages to advance program objectives.

Island Explorer Holidays

Sales and Marketing Specialist | Business Development Executive

Timor Plaza, Level 3, Suite 322

1/2025 – 1/2026

Island Explorer Holidays are Dili's leading travel specialists. they provide integrated services—from flight tickets and vehicle rentals to locally-crafted tours—ensuring a seamless and authentic experience from start to finish.

- Develop and execute integrated, data-driven sales and marketing strategies to exceed revenue targets and achieve core business objectives.

- Lead, mentor, and coach the sales team to foster a high-performance culture and consistently surpass sales goals.
- Drive business growth by identifying new revenue opportunities through market analysis and by building strong, long-term client partnerships.
- Manage the commercial budget and brand presence to ensure efficient resource allocation, a strong market position, and a measurable return on investment.

Career Break: July 2024 – December 2024

Mission Aviation Fellowship

Partnership Development Officer

Nicolau Lobato Airport, Dili, Timor-Leste

11/2023 – 6/2024

Mission Aviation Fellowship (MAF) uses aviation and technology to serve as a lifeline, reaching remote communities in over 31 countries worldwide through a family of international organizations.

- Designed and implemented mission-aligned programs tailored to the specific needs of remote communities, ensuring programs responded to on-the-ground priorities.
- Built and nurtured strategic partnerships with local organizations, government bodies, and community leaders to enable collaborative success—directly transferable to stakeholder mapping and advocacy engagement.
- Managed end-to-end procurement and implemented a Microsoft e-procurement system and CRM, demonstrating capacity to deliver structured, measurable systems (relevant to advocacy KPIs and implementation roadmaps).
- Analyzed procurement data to track performance and drive continuous improvement—applicable to monitoring advocacy indicators and measuring policy engagement outcomes.

Environergia Clean Energy

Business Development Executive

Bidau, Dili, Timor-Leste

06/2022 – 10/2023

Environergia Clean Energy is a retail electronics specialist and the leading provider of rooftop solar panels based in Dili. Beyond product sales, they offer personalized consulting services to optimize energy consumption patterns for every client.

- Identify and pursue new revenue opportunities through market research, lead generation, and strategic outreach.
- Build and manage a robust pipeline of potential clients, moving them from prospect to closed deal.
- Develop compelling proposals and presentations that effectively communicate value to target clients.
- Cultivate strong, long-term client relationships to ensure customer satisfaction and secure repeat business.

UNESCO Timor-Leste office

Individual Consultant

UN Compound, Dili, Timor-Leste

02/2022 – 06/2022

United Nations Educational, scientific and Cultural Organizations STEM Project in Timor-Leste

- Developed and oversaw the master plan for establishing nine science and mathematics laboratories across municipalities, ensuring alignment with national education goals and donor funds—demonstrating capacity to structure sector-wide agendas.
- Directed all project phases from detailed engineering design and procurement to final construction, ensuring on-time and on-budget delivery—proven ability to manage complex, multi-stakeholder assignments from inception to completion.
- Spearheaded sourcing and selection of suppliers for laboratory equipment, guaranteeing technical quality, cost-effectiveness, and compliance—relevant to ensuring policy recommendations are practical and evidence-based.
- Created and implemented a comprehensive monitoring and evaluation system to ensure all facilities met required educational, safety, and technical standards—directly transferable to developing measurable indicators and an advocacy implementation roadmap.

Secretariat State For youth and sport

Project Manager

Bidau Lecidere, Dili, Timor-Leste

08/2018 – 01/2022

- Develop and oversee the master plan for constructing nine multi-sport facilities—including football stadiums, gymnasiums, and beach volleyball courts—ensuring they are fit to host the Portuguese Speaking Countries Games and align with national development goals.
- Direct the entire project lifecycle from detailed engineering design and procurement through to final construction, guaranteeing on-time and on-budget delivery for all competition venues.
- Spearhead the sourcing and selection of contractors and suppliers for all sports infrastructure and equipment, guaranteeing international quality, cost-effectiveness, and compliance.
- Create and implement a rigorous monitoring and evaluation system to ensure all facilities meet the highest international standards for competition, safety, and operational excellence.

MC Architects

Founder

Liquica, Timor-Leste

06/2016 – 06/2018

A local consulting and design firm specializing in a full-service approach—from design and build to operation and maintenance—exclusively for low-rise and medium-density housing.

As a local firm, our two-year journey was defined by community and capability. We began by providing free home designs to Liquica Village and went on to successfully deliver commercial projects across the region, including two one-story buildings in Dili and a fuel station outside the capital.

National Directorate for Basic Sanitation Services

Junior Program Manager

Kaikoli, Dili, Timor-Leste

04/2013 – 05/2016

Under the Portfolio program of Ministry of Public Works of Timor-Leste

- Supported the planning and execution of the Dili Sanitation and Drainage Master Plan, assisting with milestone tracking and compliance monitoring and contributed to cost-saving initiatives on a \$2M project portfolio and aided in site inspections to help maintain a perfect safety record.