

## **ALLAN LIM**

Allan Lim has over 25 years of experience in the IT Industry. He has held different management positions in Multinational Corporations like NCR and NEC for 17 years.

In the last 7 years of his career, he was involved with start - up companies in the ERP and e- Commerce solution business to help positioned them for IPO.

He has started a company (PT Isis) in Indonesia selling software for the Banking Industry since 2003.

In his role as Director with HospitalityCity, he worked closely with hotels to get their suppliers, who are mainly SME's, to conduct their purchasing through the Internet. In this role, he is responsible for the sales and marketing function in generating revenue and establishing the Singapore Company as the leading e-Procurement marketplace enabler for the hospitality industry in the region. He is also involved in a project with Isis International to set up the business unit in Jakarta, Indonesia.

He was also involved in the sales and marketing of e- Banking solutions to the Banking Industry in the Asia Pacific region when he was employed as EVP by Finesse Alliance, a local banking software solutions vendor.

As Director for Viewlocity in Asia South, a European software vendor, Allan's role involved managing a sales team, reseller network/channels and the professional service organization. He was also primarily responsible for directing sales in Singapore, Malaysia, Thailand, Philippines, Indonesia, India and Sri Lanka.

Prior to joining Viewlocity, Allan was Executive Vice President of Isis, a local software development and systems integration company, which he grew to become a significant regional player in Asia, especially in the banking industry. During his tenure, Allan was responsible for helping to start up business units in US, Hong Kong, Philippines and China, and also took the lead in preparing the company for funding and positioning the company for a possible future public listing on the Stock Exchange. He played a major role in repackaging the Isis product as the middle-ware engine to facilitate e- commerce

activities through establishing strategic alliances with major vendors like HP, NCR, SUN and IBM.

Before Isis, Allan was Regional Managing Director for SCALA Business Solutions in Asia South, and was responsible for starting up subsidiary offices in Singapore, Malaysia and Indonesia. He was the co-founder of Scala SEA and during his three years with the company, he grew the company to 70 headcount, 220 sites and achieved profitability in the second year of operation.

He also spent time as Division Manager at NEC and NCR and was responsible for developing and management of business units in the Asia Pacific region. During this period he was working closely with manufacturing, logistics and distribution companies in providing ERP solutions and consultancy to maximise their productivity and efficiency. He was in NEC for 5 years and started the local business unit for Asia South and 12 years in NCR after graduation. He was responsible for starting the local business units for NEC in Asia South. He was involved in selling to different industries in NCR and spent 2 years with NCR Taiwan as an expatriate to start the subsidiary there.

Allan has a Bachelor in Business Administration from the National University of Singapore, and also holds a Master of Science in Strategic Marketing from the University College Dublin.

Allan has given presentations and talks at conferences for the banking, hospitality and manufacturing industries in the Asia Pacific regions in areas of B2B solutions and business propositions.

He has conducted lectures and tutorials for Degree and MBA programmes and his area of interest is in Organization Buying Behaviour and Value Supply Chain in B2B environment. He has also facilitated sales courses for the companies he worked for and in management and sales retreats organised by local consulting companies.