

NBS Alumni Leaders Dialogue: Empowering Women In Technology



Ms. Chloe Lim

Director, Global Business Marketing APAC

Facebook

Bachelor of Business (Marketing)

Ms Chloe Lim is Director of Global Business Marketing at Facebook, Asia Pacific. She is involved in leading all Facebook's business-to-business marketing activities across its family of brands including Facebook, Instagram, Messenger, and WhatsApp. She is responsible for setting the vision and strategy for marketing as it relates to advertisers and the advertising industry, agencies, small business and Facebook Marketing Partners in the APAC region.

Ms Lim is an APAC marketing expert with over 20 years of experience in demand generation, marketing strategy and building successful brands and eCommerce organisations.

Prior to her job at Facebook, Ms Lim held a range of senior executive roles in marketing or general management capacities. She was Senior Director, Asia Marketing at PayPal where she led marketing strategy and development for PayPal across 11 markets in Asia, including China, India, Hong Kong, Taiwan, South Korea, Singapore, Malaysia, the Philippines, Thailand, Indonesia, and Vietnam. She oversaw consumer and merchant marketing teams focused on transforming how businesses and consumers interact and transact via PayPal across the region.

Before PayPal, Ms Lim was based in Sydney, Australia and Group Vice President of Orbitz Worldwide where she was Managing Director of HotelClub and its three businesses – HotelClub.com, RatesToGo.com, and Asia-hotels.com - across EMEA and APAC.

Passionate about digital commerce in the APAC region, Ms Lim has been involved with nurturing different startups throughout her career. She is respected as an energetic business builder and creative marketer, having been a founding member of successful start-ups in APAC including HotelClub and Soundbuzz. She is currently also an investor of digital marketing, online travel, and P2P businesses in the region.

Ms Lim holds a Bachelor of Business degree from Nanyang Business School, Nanyang Technological University, Singapore.