

NTU NBS Alumni Association Webinar: The Digital Agenda For Recovery



Jack Lim

Senior Advisor, Azendian Solutions

Vice President (Corporate Engagement & Careers), NTU
NBS Alumni Association

Master of Business Administration, Class of 2005

Jack graduated from the Nanyang Technological University's Nanyang Business School with an MBA in International Business in 2005. He also has a Bachelor of Arts' (Political Science) from the National University of Singapore. Jack's 23-year career in technology and media spans roles in both Fortune500 organizations and fast-growing Asian enterprises. Jack is extremely passionate about his involvement with the Nanyang Business School Alumni Association where he lectures, mentors and leads the Committee on Corporate and Career Engagement.

Jack is currently Senior Advisor at Azendian Solutions, a fast-growing data analytics practice founded by a group of like-minded partners from Ernst & Young, PWC & SAS. For its work in the Education, Transportation and Healthcare sectors, the firm has distinguished itself with multiple industry accolades such as Top 50 Most Promising Big Data Solution Provider, Top 25 Big Data Company and CXO Awards for Big Data Solution Providers. Jack also spends time as Advisor to Jakarta-based Whisper Media, a leader in the DBI (digital brand integration) space powering some of the region's largest broadcasters & OTT platforms incl Indonesia, Singapore, India and the Middle East. In addition, Jack is also Advisor to Hong Kong-based NexChange on growing its media and entertainment businesses. NexChange is widely regarded for its emphasis on blockchain and a rapidly growing practice in entertainment & media. The firm owns and manages Asia's pre-eminent blockchain forum via its HK Blockchain Week community & platform. Jack was also most recently Chief Commercial Officer for ONE Championship, Asia's fastest growing sports-media startup, where he developed and led commercialization of talent, processes, product and markets during some of the fastest growing years in the firm's history.

Jack started his career at Dow Jones & Co as an account manager. He went on to become part of the JV between Dow Jones and General Electric (GE) which launched CNBC's international business and financial news television business. After rising rapidly to lead the sales business for Asia Pacific, Jack joined shareholder GE as Market Development Director for its Singapore operations where he was actively engaged in growing GE's healthcare, aerospace and energy businesses. After 10 years with the group, Jack was tapped by IBM to lead its Communications and Brand teams across South Asia as the organization entered a critical transformation of its global business. While at IBM, Jack was deeply involved in projects like executing the divestment of IBM's PC business to Lenovo, integrating the acquisition of PWC's consulting business, establishing IBM's IT outsourcing business in India, Vietnam and Philippines, launching IBM's new global brand strategy, and being part of a senior leadership team which grew the region's revenues double-digit for 12 straight quarters.

Jack went on to spend the next 10 years building media businesses across Asia during a time when disruptive technologies like cable and satellite, big data and digital platforms were changing the way consumers consumed, engaged and created content. Jack spent 6 years at Sony Pictures as VP of Sales and Marketing, Asia, building a highly localized sales network across Asia, introducing Asian adaptations of global franchises like The Apprentice, The Contender and The Amazing Race, with the latter going on to garner an International Emmy nomination. In his time as Chief Commercial Officer at Mediacorp Singapore, Jack managed a large and complex sales business while at the same time launching new products & revenue streams including monetizing the new MediaCorp theatre, introducing native advertising, launching MediaCorp's content Brand Studio & partnering Nielsen on launching the world's first x-platform Audience Insights tool.