



Andrew Lim
Managing Director, Government & Large Enterprise
Singtel Enterprise Business

Andrew Lim is the Managing Director of Government & Large Enterprise in Singtel's Group Enterprise. The Group is focused on partnering large enterprises in their digital transformation journey by providing fixed/mobile/wireless edge powered intelligent networks, end-end orchestrated hybrid/multi cloud solutions and platform, best in class managed security services/solutions, IOT platform solutions, providing intelligent communication Services solution to the Public Sector to enable Safe and Smart City, building ecosystems of partners and enabling communities of large enterprises/SMEs in various industry verticals.

In this role, Andrew leads a global team of sales professionals, solution specialists, solution architects and technical experts to design solutions that enables our customers' digital transformation plan, through leveraging Singtel's deep and integrated technical and delivery capabilities in intelligent global network, cloud, security, IOT, analytics, managed services and global support.

Andrew has 34 years of industry experience. Prior to his current role he had spent 7 years leading the Business Group at Singtel, responsible for businesses with local large enterprises, more than 100K Small/Medium Enterprises, and Government communication services. Prior to Singtel Andrew led various teams at Sun Microsystems and Oracle in ASEAN/APAC/Japan over a period of 17years.

Work Experience

Nov 2019 to Present

Managing Director, Government & Large Enterprise Singtel

Responsibilities:

1. Responsible for Singtel's local government and global large enterprises business.
2. Business offerings cover local fixed broadband, international connectivity, local mobile, regional mobility, 5G and edge computing, IOT, Smart Nation Infrastructure, Cyber, Cloud/SaaS, Managed Services, and ICT Products.
3. Partner with key customers to enable their digital transformation, leveraging on secured connectivity for resilient hybrid multi cloud deployment globally.
4. Work with customers and partners ecosystem to expedite industry transformation in logistics, I4.0, supply chain, facilities management etc.
5. Lead internal Digitalisation plan and implementations to transform our customers engagement and support.

Oct 2012 to Oct 2019

Managing Director, Business Group Singtel

Responsibilities:

6. Responsible for Singtel's Singapore Commercial Enterprise Business, covering >120K SMEs and large enterprises, Government Telco business and Global fixed/Maritime satellite business.
7. Lead Customer Service and Support team to provide provisioning support for fixed/mobile, and post-sales support for large mobile customers.
8. Business offerings cover Fixed broadband, Mobile, IOT, Smart Nation Infrastructure, Cyber, Cloud/SaaS, Managed Services, ICT Products and Satellite services.
9. Partner with IMDA, Enterprise Singapore and Trade Associations Chambers to help SMEs Go Digital and Transform.
10. Develop and lead partners ecosystem.
11. Lead internal Digitalisation plan and implementations to transform our customers engagement and support.

Oct 2011 to Oct 2012

Vice President, Technology Line of Business, ASEAN, Oracle Corporation

Responsibilities:

1. Responsible for the Database and Exadata Technology Business for ASEAN and SAGE countries, covering 17 countries.
2. Lead team to deliver revenue, margin and contribution goals.
3. Expand dominant database marketshare.
4. Double Exadata business yearly.

Jan CY2010 to Sept 2011

Vice President, Systems Line of Business, ASEAN, Oracle Corporation

Responsibilities:

- 1 Responsible for the Systems Business for ASEAN and SAGE countries, covering 17 countries.
- 2 Lead team to deliver revenue, margin and contribution goals.
- 3 Integrate the previous Sun organisation into Oracle.
4. Migrate previous Sun partner ecosystems into Oracle partners network.

July CY2007 to Jan CY2010

Regional Director, Government/Education/Healthcare, Asia Pacific, Sun Microsystems

Responsibilities:

- 1 Responsible for the Government/Education/Healthcare (GEH) business in Asia Pacific.
- 2 Lead a team comprising of Sun (both direct reports and virtual resources) and partners professionals in the region to capture business, mindshare and technology adoption in the Government, Education and Healthcare space.

3. Develop an ecosystems of partnership between Sun and distributors, system integrators and independent software vendors to provide end-to-end solutions to help solve customers' problems.
4. Position Sun as the trusted advisor to key accounts and national projects.
5. Ensure mindshare for Sun and widespread adoption of Sun technologies in the key accounts.

July CY2005 to June CY2007
Managing Director, Sun Microsystems Thailand

Responsibilities:

1. Relocate to Bangkok to manage and turnaround the Sun Thailand business.
2. Grow business faster than industry rate.
3. Rebuild confidence of employees, partners and customers.
4. Tighter engagement and coverage of key accounts.
5. Groom a new leadership team.

July CY2000 to June CY2005
Regional Director, Education & Research Line of Business, Asia South, Sun Microsystems

Responsibilities:

1. Responsible for the Education and Research line of business for Asia South.
2. Lead a team comprising of Sun and distributors professionals in the region to capture business, mindshare and technology adoption in the K-12, higher education, healthcare, science & engineering, defence research,

libraries, and national information communication initiative spaces.

3. Coverage of CXOs in key ministries and accounts across the region.
4. Drive national initiatives with collaborations with governments in the region.
5. Develop ecosystems of partnership between Sun and distributors, system integrators and independent software vendors to provide end-to-end solutions to help solve customers' problems.
6. Position Sun as the trusted advisor to key accounts and national projects.
7. Ensure mindshare for Sun and widespread adoption of Sun technologies in the academic institutions.

July CY1998 to June CY2000 **Sales Director, Singapore, Sun Microsystems**

Responsibilities:

1. Responsible for all sales operations in Singapore.
2. Lead a team comprising of Sun and partners sales professionals to capture businesses in all industries.
3. Develop a tiered accounts coverage strategy, with the aim of having a set of top accounts that will provide continual revenue stream.
4. Grow Sun businesses in key industries and position Sun as the trusted advisor.
5. Capture the mindshare and support of the system integrators and the independent software vendors community.

July CY1997 to June CY1998 **Business Team Manager, Singapore, Sun Microsystems**

Responsibilities:

1. Responsible for all businesses in the government, education, telco and transportation sectors.
2. Lead a team comprising of Sun and partner sales professionals to capture businesses in these sectors.
3. Position Sun as the domain expert in these sectors.
4. Develop a solution selling approach.

June CY1996 to June CY1997 **Sales Manager, Singapore, Sun Microsystems**

Responsibilities:

1. Responsible for all businesses in the government, healthcare and transport sector.
2. Lead a team of partner sales professionals to capture businesses in these sectors.
3. Develop strong partnership with key system integrators.

June CY1991 to June CY1996

Division Manager, Systems Integration, Chartered Systems Engineering (CSE, a member of Singapore Technologies)

Responsibilities:

1. Setup and lead a new systems integration division.
2. Lead a team of both sales and technical resources to win and implement system integration contracts.
3. Develop partnership with key hardware and software solution players.

June CY1988 to June CY1991

MIS/CAD/CAM Manager, Chartered Electronics Industries (CEI, a member of Singapore Technologies)

Responsibilities:

1. Responsible for the CAD/CAM/MIS department.
2. Lead a team to provide IT services to the CEI group.
3. Implementation of office automation, CAD/CAM and ERP systems.
4. Member of the IT steering committee. Advisor to the management on IT issues.
5. Represent CEI in the IT steering committee at the Singapore Technologies level.

June CY1987 to June CY 1988

Engineer, Chartered Electronics Industries (CEI, a member of Singapore Technologies)

Responsibilities:

1. Responsible for CAD systems support and development of automation programs.
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