

# Jef Lim

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COLD CALLING.....  
STRATEGIC LEAD IDENTIFICATION .....  
SELLING SKILLS/EXPERIENCE .....

## EXPERIENCE

### Senior Business Development Executive, Institutional Sales

Eurekahedge (subsidiary of Mizuho Bank)

Mar'15– Present

- Providing solutions in form of global hedge fund data and cross selling portfolio analytical software and out-sourced operational due diligence reports.
- Hunter and Account Management role of existing client relationship to identify potential cross sell/upsell opportunities.
- Clients include high net worth individuals and buy-side/sell-side institutional clients; Hedge Funds, Fund of Hedge Funds, Family Offices, Sovereign Wealth Funds, Central Banks, Private Banks, Asset Management Firms, Prime Brokers, Hedge Fund Administrators, etc. within the Europe/Asia- Pacific regions.
- Searching and identifying key C-level executive/Decision Makers through eg: extensive online searches, cold calling and networking conferences/events, etc.
- Build rapport pre-sales through conducting online demonstrations and client meetings to present possible database solutions.
- Pre/Post sales implementation presentations to the client's Team/Enterprise/Departments.

### Ethical Channel Medical Representative

L'Oréal Singapore (OR.PA) – Sep'13– Mar'15

- Growing entire ethical channel market share in Singapore nation-wide
- Hunter and Account Management role for Dermatologists at Public/Private Hospitals, Specialist Private Clinic in Singapore
- Listing of new products to hospitals and generate recommendations/prescriptions

### Pharmaceutical Sales Representative (Hospital)

LEO Pharma™ Singapore - Jul'12– Sep'13

- Territory sales growth for key hospital accounts amounting approximately 40% of nationwide annual sales revenue within assigned territory.
- Responsible for Dermatologists/Pediatricians at Public/Private Hospitals in assigned territory.

### Sales/Marketing Executive

Cordlife Group Limited (SGX: P8A) - Sep'09-  
Nov'11

- Develop, coordinate Marketing Communications Plans and Campaigns and assisting Marketing Manager
- Evaluate Business performance and opportunities through Market Intelligence, Market Research, Sales performance, Marketing Expenditure and initiate action plan to achieve business goals

## CAREER ACHIEVEMENTS

### Eurekahedge

- Promotion to Senior Business Development Executive for reaching annual target (2016)
- Top 5 sales for Europe/Asia region 2015 (Mar-Dec15)
- Highest % of new deals sales globally (Mar-Dec15)
- Generated well over US\$100,000 in research and data services sales within first 10 months

### L'Oréal Singapore

- Achieving 104% total sales target since in 16months (Sep-13 to Mar-15)
- 70% rate of overachieving sales monthly target (Sep-13 to Mar-15)
- Highest new account penetration rate

### LEO Pharma™ Singapore

- Consistently achieving quarterly product target since Jul 2012 till Jun 2013
- Successfully achieving above 10% growth year to date for Jul-Dec 2011 vs Jul-Dec 2012

### Cordlife Group Limited

- Events/Branding efforts contributed in company exceeding revenue targets by at least 25% (2010vs2011)

## Extra-Curricular

**Co-founder for University Community Service  
Club - 2008-2009**

**Youth Volunteer at Braddell Heights  
Community Centre - 2010 and 2011**

## EDUCATION

### Bachelor of Business

Double majors in Marketing and Management  
The University of Newcastle, Australia,  
Aug'07 – Aug'09

- High Distinction/Distinction in most modules
- Highest Score in the cohort for a major marketing research project that required extensive planning on research methods and conducted analysis using SPSS and MS Excel
- Selected for Post-Graduate Internship programme (Top 10%)