

Gerald Anthony Lim

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EDUCATION

The University of Cambridge

Cambridge, United Kingdom

Master of Philosophy in Management

Sep 17 – Jul 18

- Grade: received a letter of commendation for academic performances in the programme
- Worked with the automotive subsidiary of a Global Fortune 500 Company to design initiatives that incentivise consumer purchase of electric vehicles
- Relevant coursework: Quantitative Techniques, Finance, International Business Economics

The University of Reading

Reading, United Kingdom

Bachelor of Science in Finance and Investment Banking

Sep 13 – Jul 16

- Grade: First-Class Honours
- Achieved A grades in >90% of modules
- Represented the University in the CFA Global Research Challenge
- Relevant coursework: Corporate Finance, Financial Accounting, Financial Modelling, Debt Markets and Instruments, Introductory Economics, Introductory Econometrics, Management of Risk

WORK EXPERIENCE

Advo Global Group

Singapore

Strategy Associate

Oct 16 – Jun 17

- Conducted commercial due diligence on projects proposed by senior management
- Led a team of 3 to create a valuation model that was subsequently used in negotiations with investors for the sale of a subsidiary
- Proposed changes to the key performance indicators of operations staff in a subsidiary that resulted in a 50% reduction in turnover rate within 6 months
- Led a team of 6 in a project to integrate a subsidiary's working processes across functions onto a new digital platform, generating an estimated ~SGD 650k in value per annum
- Enabled the Group's CEO to re-allocate 50% of his travel time by creating a method for Advo's senior management from across 3 countries to report the progress of projects to the Board

Dymon Asia Capital

Singapore

Macro Trading Strategy Assistant

Aug 16 – Sep 16

- Researched patterns of consumer purchase orders of electronics in the US to forecast monetary inflow into an East Asian Economy
- Analysed prices and trading volumes of mutual funds and ETFs as part of a project for the Head Macro Trading Strategist to allocate funds in Asian Currencies

LEADERSHIP

Cambridge Hub

Cambridge, United Kingdom

Team Leader

Jan 18 – Mar 18

- Led a team of 5 students to analyse the marketing strategy of a not-for-profit financial cooperative and provided recommendations to its CEO on ways to increase its customer base
- Conducted an analysis on the client's financial position which led to the creation of a team within the organisation that would focus solely on a new target segment

180 Degrees Consulting

Cambridge, United Kingdom

Student Consultant

Jan 18 – Mar 18

- Analysed potential funding sources for a sustainable gastronomy start-up based in Croatia, and advised company founders on the sequence of prioritising efforts in obtaining funds

Reading University Bruneian Singaporean and Malaysian Association

Reading, United Kingdom

Executive Committee Member

Mar 14 – Mar 15

- Worked with a team of 6 to organise events across the year, obtaining 98% turnout for 2 events as the main organiser
- Raised student membership from ~60 to >130 by increasing the number of channels used to communicate with freshmen

PERSONAL

Languages: Fluent in English and Mandarin; Basic proficiency in French

Interests: Trekking, photography, and cooking