Sena Lim

Product Lead | Building Inclusive, High-Stakes Platforms for Public Impact

+65 9643 4666 | sena.lim87@gmail.com | LinkedIn | Portfolio

SUMMARY

- 15+ years in digital product management, including 7+ years delivering high-stakes, policy-constrained platforms at BlueSG, Neuron, and Yara, where trust, safety, and security are critical.
- Cut identity verification time from 2–3 days to under 5 seconds at Neuron by launching secure KYC automation with Jumio; improved trust and reduced manual review load.
- Reduced safety violations by 12%, cut rebalancing workload by 18%, and increased vehicle take-up by 10% in A/B zones at Neuron by launching CV-based parking guidance with ops and city councils
- Maintained service continuity while delivering national EV system rebuild for 900+ vehicles, 1,500 lots, and 30K users in 8 months at BlueSG; aligned 9 senior leaders on trade-offs and fallback plans
- Scaled mobile adoption to 3M+ low-digital-confidence farmers in 12 countries at Yara through SMS-to-app onboarding, offline-first tools, and co-development with farmers and agronomists.
- Maintained steady delivery and reduced blockers by hiring, building and mentoring a 5-person product team at BlueSG, and embedding async planning, backlog reviews, and trade-off discussions.
- Technical skills: Delivered API-based systems with engineering, design, and policy teams; experienced in system integration, secure flows, and partner onboarding.

PROFESSIONAL EXPERIENCE

Sabbatical   **September 2024 - Present**

- Deepened product thinking and AI literacy through Generative AI accreditation and agentic workflow exploration to prepare for high-stakes, mission-aligned product delivery
- Refined strategies for clarity, adoption, and trust by reflecting on past delivery practices in mission-critical environments

BlueSG (B2C Shared Mobility - Electric Cars)
Product Lead   **April 2023 - August 2024**

Led product strategy and delivery for Singapore's national EV car-sharing platform (900+ EVs, 1,500+ lots, 30K+ active users), ensuring service continuity and regulatory compliance.

- Maintained service continuity during live system rebuild by scoping critical journeys and leading backend, API, and IoT delivery with engineering, design, policy, and ops teams.
- Unlocked faster decision-making and roadmap clarity by aligning 9 C-suite and department leads through post-acquisition workshops using JTBD and Kano.
- Drove >20% adoption in a new user segment by launching a planner-focused mobility package based on user behavior, data insights, and competitor analysis.
- Avoided launch delays and user disruption by preparing fallback flows, toggles, and comms triggers across critical modules.
- Maintained steady delivery and reduced blockers by hiring, building and mentoring a 5-person product team and embedding async planning, backlog reviews, and trade-off discussions.

Neuron Mobility (B2C Shared Micro-Mobility - Electric Scooters / Bikes)
Senior Product Manager, Rider Core Experience   **July 2022 - February 2023**

Owned end-to-end rider experience across AU, NZ, CA, and UK, including for 10% of riders with mild disabilities, through IoT-integrated software and compliant city launches.

- Cut identity verification time from 2–3 days to under 5 seconds by launching secure KYC automation with Jumio; improved trust and reduced manual review load.
- Reduced safety violations by 12%, cut rebalancing workload by 18%, and increased vehicle take-up by 10% in A/B zones by launching CV-based parking guidance with ops teams and city councils.
- Improved scan success rate by 23% in low-light conditions by analysing user journey data and auto-enabling torchlight in the end-of-ride flow.
- Delivered on-schedule rollouts in AU, NZ, and CA by adapting product behavior to local regulations and aligning with legal, ops, and city teams to meet approval timelines.

Yara International (B2C Agri-Tech)
Senior Manager / Senior Product Owner, Smallholders Consumer Products   **October 2018 - June 2022**
Led digital platforms for smallholder farmers, driving inclusive adoption across 12 countries globally in low-connectivity, compliance-sensitive environments.

- Scaled inclusive adoption to 3M+ farmers across 12 countries by designing onboarding for users with low digital confidence, including SMS-first access, multi-language support, and larger UI for older users.
- Improved retention by 18% by launching advisory tools and peer content tailored to how farmers learn and trust information.
- Co-developed weather and loyalty MVPs with farmers by involving them as research panelists in 60+ co-design and field testing sessions across India, Thailand, and South Africa.
- Enabled smoother rollouts and reduced rework by aligning squads across APAC, LATAM, and EMEA on onboarding readiness, regulatory compliance, and localisation needs.
- Increased team delivery velocity by 37% by embedding prioritisation and backlog review rhythms across 4 cross-regional product squads.

GfK (B2G Audience Measurement)
Digital Project Manager, Digital Media   **April 2016 - September 2018**
Part of the Digital Media product team managing a SaaS media measurement platform for APAC, supporting Digital Partnerships' multi-million-dollar deals (SGD 1M+ each) with global media clients.

- Delivered IMDA's $2M Smart Nation audience insights platform, enabling data-driven campaign planning and public policy decisions.
- Enhanced data trust and adoption by improving panel representativeness and closing demographic gaps across APAC markets.

Appvantage Asia (B2B2C Automotive)
Digital Project Manager   **August 2014 - March 2016**
Managed Daimler's APAC SaaS automotive platform across 12 markets, enabling vehicle showcasing and financing (pricing, downpayment calculators) for prestigious automotive clients.

- Boosted online-to-offline conversion by 23% through multi-market SaaS rollout and localized digital sales journeys.

Appvantage Asia, Codigo, GlobalITCreations (Earlier Technical Roles)   **April 2009 - July 2014**
Technical Lead / Mobile Developer

- Delivered native iOS/Android and IoT-integrated solutions for public-sector and automotive clients, forming a solid technical foundation for multi-system product leadership.

EDUCATION

University of Wollongong, AU - **BS Computer Science (Games Programming),** 2012
Nanyang Polytechnic, SG - **Diploma in Digital Entertainment Technology (Games Programming),** 2009

TECHNICAL SKILLS, LICENSES & CERTIFICATIONS

APIs & Secure System Integration (IoT, Multi-platform) | Agile Product Delivery (JIRA, Confluence, Miro) | Design (Figma) | Data Analytics (Amplitude, Mixpanel, Power BI)
Certified PSPO II | PSM I | Generative AI Fundamentals | Agentic AI & Workflow Exploration