

# Sena Lim

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

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### SUMMARY

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Product Manager with 15+ years across mobility, agri-tech, and national platforms, including 7+ years delivering high-stakes, policy-constrained systems where trust, safety, and security are critical.

- **Trust & Security:** Delivered a national EV system rebuild for 900+ vehicles and 30K users at BlueSG while ensuring service continuity and regulatory compliance. Cut KYC verification from 3 days to 5 seconds at Neuron with secure automation.
- **Safety & Adoption:** Reduced safety violations by 12% and increased vehicle take-up by 10% at Neuron through CV-based parking guidance. Scaled adoption to 3M+ low-digital-confidence farmers in 12 countries at Yara via SMS-first onboarding and inclusive UI design.
- **Leadership & Delivery:** Built and mentored a 5-person product team at BlueSG; boosted squad velocity by 37% at Yara. Maintained delivery momentum by embedding async planning, backlog reviews, and trade-off reviews.
- **Stakeholder Alignment & Technical Fluency:** Aligned 9 C-suite leaders on post-acquisition roadmap at BlueSG and co-developed MVPs with farmers across 3 continents at Yara. Led API integrations, secure flows, and IoT rollouts across engineering, design, policy, and city teams.

### PROFESSIONAL EXPERIENCE

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#### Sabbatical (Learning & Exploration)

September 2024 - Present

Focused on structured learning in AI and exploring a hobby as a potential business.

- **AI & Automation:** Built my first portfolio site end-to-end (VPS setup, domain purchase, GitHub template customization, and iteration with ChatGPT Codex). Completed AI automation classes and created 3 n8n workflows plus a Langflow-powered RAG chat assistant — applying AI concepts through working prototypes.
- **Entrepreneurship:** Explored baking as a business avenue. Studied baking science, developed healthier recipes, and applied product thinking to test differentiation and market potential.

#### 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.

- 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**

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**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**

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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