

# Sena Lim

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

Singaporean | +65 9643 4666 | [sena.lim87@gmail.com](mailto:sena.lim87@gmail.com) | [LinkedIn](#) | [Portfolio](#)

### SUMMARY

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- 15+ years in digital product leadership, including 7+ years delivering high-stakes, policy-constrained platforms across mobility, agri-tech, and national infrastructure.
- Hired, led and mentored cross-functional product teams of up to 5 at BlueSG and Yara (100% retention over 2 years), covering 2–4 product areas including core experience, growth & expansion.
- Delivered BlueSG national EV system rebuild for 900+ vehicles, 1,500 lots, and 30K active users with zero downtime, safeguarding operational continuity and public trust during live migrations.
- Improved adoption (+14%) and safety (–12% incidents, 99% faster onboarding) across 4 countries at Neuron via IoT, AI onboarding, KYC automation, and city-compliant features.
- Scaled adoption to 3M+ users across 12 countries at Yara through inclusive, trust-first UX for low-digital-confidence users, driving measurable confidence and retention gains.
- Strong technical aptitude in APIs, IoT, SaaS, and basic web & infra principles; PSPO II & PSM I certified, with active learning in Generative AI, AI workflows, and Agentic AI.

### PROFESSIONAL EXPERIENCE

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#### Sabbatical

September 2024 - Present

- Deepened product thinking and AI literacy through Generative AI accreditation and agentic AI workflow exploration.
- Sharpened delivery, adoption, and trust practices for mission-critical, high-stakes product 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 uninterrupted mobility and regulatory compliance.*

- Maintained nationwide live operations during high-risk system rebuild by coordinating frontend, backend, ops tools, and IoT upgrades with cross-functional stakeholders, achieving zero downtime and protecting public trust.
- Aligned 9 new leadership stakeholders post-acquisition to a shared direction by facilitating strategic roadmap workshops, delivering a 2-year plan balancing policy, infrastructure, and user needs.
- Increased new user adoption by over 20% by conducting market, user, and data analysis to design a differentiated mobility package, launching under full regulatory compliance.
- Hired, built, and mentored a 5-person product team (PMs, designers, delivery) by embedding agile cadences and prioritization frameworks, achieving steady, high-trust delivery under live operations.

#### 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 for Neuron's urban micro-mobility platform, impacting riders across 4 countries (AU, NZ, CA, UK) through IoT-integrated software and compliant city launches.*

- Raised rider activation by 14% and reduced public-space incidents by 12% by deploying AI

onboarding and CV-based parking guidance, enhancing urban safety and regulatory compliance.

- Cut onboarding verification time by 99% (2–3 days to 3–5 seconds) through Jumio KYC automation, strengthening user trust, security, and policy adherence.
- Partnered with city councils and operations teams to pilot features in high-risk zones, mitigating rollout risk and accelerating regulatory approvals for safer public adoption.

### **Yara International (B2C - Agri-Tech)**

**Senior Manager / Senior Product Owner, Smallholders Consumer Products**      **October 2018 - June 2022**

*Led digital platforms for over 3M smallholder farmers, driving inclusive adoption across 12 countries globally in low-connectivity, compliance-sensitive environments.*

- Scaled mobile adoption to 3M+ low-digital-confidence farmers in 12 countries through trust-first, offline-first onboarding, co-designed with field teams and users, improving retention by 18%.
- Hired, led, and mentored 4 cross-regional product teams (100% retention over 2 years) by embedding agile cadences and prioritization, boosting delivery velocity by 37%.
- Developed and launched 0-to-1 MVPs for loyalty and weather advisory tools through 60+ field research and pilot cycles, ensuring regulatory compliance and adoption in low-connectivity regions.

### **GfK (B2G Citizen Media Insights)**

**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 for data-driven campaign planning and public policy, enabling more targeted citizen education through media.

### **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 journeys, coordinating vendors for smooth delivery.

### **Appvantage Asia, Codigo, GlobalITCreations (Earlier Technical Roles, merged)**

**April 2009 - July 2016**

**Technical Lead / Mobile Developer**

- Delivered native iOS/Android and IoT solutions for public-sector and automotive clients.

## **EDUCATION**

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**University of Wollongong, Australia - BS Computer Science, 2012**

**Nanyang Polytechnic, Singapore - Diploma in Digital Entertainment Technology (CS), 2009**

## **TECHNICAL SKILLS, LICENSES & CERTIFICATIONS**

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APIs & IoT | Multi-System & Live-Ops Delivery | Agile Product Delivery (JIRA, Confluence, Miro) | Data Analytics for Adoption & Policy (Amplitude, Mixpanel, Power BI) | Generative AI & Agentic AI | Certified PSPO II & PSM I | Active Learning: AI Workflows & Agentic AI