

KENNETH LIM CZE VIN

PRODUCT | STRATEGY | INNOVATION | DIGITAL | TECHNOLOGY | MARKETING

Singapore | limczevinlimkenneth@hotmail.com | linkedin.com/in/kenneth-lim-91622b48 | kennethlim.biz

EXECUTIVE PROFILE

Strategy, innovation and digital transformation leader with 13+ years of experience spanning business and digital strategy, emerging technology, product development, enterprise transformation and go-to-market. Combines deep technical and product expertise with commercial leadership to turn complex technologies into scalable propositions, transformation programmes, digital products and new growth opportunities.

I am the current Director of Strategy and Marketing at SUPCON International Business, leading a 9-person team and the build-out of a data-driven international strategy and marketing engine. Previously led as Director of Technology Services, where my department of 25 industry solutioning experts supported 500+ opportunities representing more than USD 445M in supported contract value and contributed to more than USD 75M in contracts won.

CORE EXPERTISE

Strategy & Marketing | B2B Go-to-Market | Brand & Market Positioning | Customer Engagement & Acquisition | Demand & Lead Generation | Product & Solution Marketing | Thought Leadership | Digital Transformation | Industrial Artificial Intelligence (AI) | Industrial Process Automation | Industrial Internet of Things (IIOT) | Product Management | Technology Strategy | Innovation Leadership | Capability Building

PROFESSIONAL EXPERIENCE

SUPCON INTERNATIONAL BUSINESS | Singapore

Director of Strategy and Marketing (Jan 2026 – Present)

- Lead a 9-person team responsible for international strategy, market positioning, customer engagement and acquisition, demand generation, market intelligence, digital channels and go-to-market support.
- Established the Strategy & Marketing foundations and operating model across global websites, CRM/data, MarTech, analytics, marketing automation, Generative AI, contact enrichment, SEO/AEO and content operations.
- Generated 650+ MQLs and ~90 SQLs in H1 2026, representing >USD 11M in estimated stage-weighted lead-generation pipeline across digital campaigns, events, seminars and inbound channels.
- Improved digital reach and discoverability: Grew LinkedIn audience +13.5% to 33K+, SUPCON Waves audience +25.1% to 7.4K, and raised average SEO position from ~8.4 to ~5.6.
- Rebuild marketing data foundations, supported C-level international customer visits, and developed strategic market intelligence on 22 key account targets as well as 8 competitors.
- Represent SUPCON as a technical and business speaker at international industry forums including Hannover Messe, ARC Leadership Forum, Automation Expo, ADIPEC and more, translating industrial AI, digital transformation and next-generation automation into executive and customer narratives.

Director of Technology Services (Jun 2024 – Dec 2025)

- Led the 2025 Technology Services strategy and global solutioning function across all 8 SIB regions, Mainland China and cross-border EPC/FDI/OGI opportunities; my team supported 500+ opportunities worth >USD 445M and contributed to >USD 75M in contracts won.
- Built solutioning capability (team of 26 solutioning experts) spanning OT hardware, process applications, IT/business applications and digital consulting; delivered 20+ internal training sessions with a 100% pass rate for standard product training and launched a self-service onboarding portal.
- Enabled key-account and new-technology breakthroughs through AVL, POC/pilot and consultative solutioning strategies, including multiple global energy and industrial majors and strategic product wins across both OT and IT solutions.
- Created new transformation and innovation consulting propositions, including SIRI as a Service and Innovation as a Service; established Certified SIRI Assessors internally and positioned official assessments as a value-added customer offering.

- Built internationalization and enablement foundations including the Overseas Product Atlas, Product Fit Matrix, Product Strategy, technical knowledge repositories, solutioning templates and 100+ reusable AVL submission documents.

NCS GROUP | Singapore

Innovation Lead, 5G & IoT Transformation (Aug 2021 – May 2024)

- Supported >USD 15.6M in 5G & IoT opportunities across enterprise and regional markets.
- Led development of 20+ industry-specific 5G & IoT propositions, converting emerging technologies into repeatable commercial solutions and transformation use cases.
- Identified and engaged 100+ technology partners across connectivity, edge, cloud, devices, platforms and industry applications.
- Led customer workshops, solution architecture and innovation engagements spanning 5G, IoT, edge/cloud and data-driven applications.

TEMUS | Singapore

Innovation Product Manager (Jan 2021 – Aug 2021)

- Defined an end-to-end innovation management approach connecting opportunity discovery, ideation, validation, product development and commercialization.
- Developed innovation strategies and operating approaches to accelerate the journey from emerging idea to market-ready proposition.

ACCENTURE | Singapore

Digital Business Integration Manager (Jan 2020 – Dec 2020)

Digital Business Integration Consultant (Jan 2018 – Dec 2019)

Digital Business Integration Analyst (Feb 2017 – Dec 2017)

- Progressed from Analyst to Manager across enterprise architecture, cloud-native platforms, API strategy and digital transformation engagements.
- Led solution architecture and delivery for complex transformation programmes, translating business requirements into scalable digital platforms and implementation roadmaps.
- Supported API modernization involving 10 participating government agencies, migrating legacy SOAP-based services toward RESTful APIs and modern integration approaches.
- Led multidisciplinary engineering, architecture, delivery and client stakeholders across public- and private-sector transformation programmes.

RAZER | Singapore

Product Manager (Dec 2013 – Feb 2017)

- Led a global team to create *Razer Arena*, taking the platform from concept to MVP within six months and growing the user base to ~300K within one year.
- Led the turnaround of *Razer Comms*, increasing new-user acquisition and retention by >50% and effectively doubling both the user base and daily active users.
- Defined, designed and delivered 100+ product features across Razer's digital products, working across engineering, design, marketing, business development and external partners.

SELECTED SPEAKING & THOUGHT LEADERSHIP

Technical and industry speaker on industrial AI, digital transformation, industrial automation, open/software-defined architectures and autonomous operations. Selected international engagements include Hannover Messe and ADIPEC, alongside other industry forums across Asia, Europe, the Middle East and North America.

EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE (NUS)

Bachelor of Engineering, Industrial & Systems Engineering (ISE)

NUS OVERSEAS COLLEGES / TEL AVIV UNIVERSITY

Six-month overseas internship and entrepreneurship programme in Israel