

Spectrum Management Consulting Pte Ltd



Lawrence Lim
Principal Consultant

KEY EXPERIENCE:

Lawrence Lim is an accomplished consultant with close to 20 years of experience as an external and internal consultant in strategizing, implementing, and achieving planned outcome in the areas of organisation developments and customers' experience. In addition to his luminous track record as a consultant, Lawrence is an equally experienced and accomplished trainer who is able to engage effectively with senior management and junior staff.

Lawrence was part of the successful start-up team of Resorts World Sentosa (RWS). As the head of training and HRD, he served as the architect in building the human ware of RWS from zero to 14,000 strong. In the five years he served as the head of training and HRD, he developed, planned and implemented training strategies and structures for the entire resort, ensuring all 14,000 staff in the resort's hotels, retail outlets, F&B outlets, casino, attractions, and Universal Studios were effectively trained and competent for their positions. In addition to his role as the head of training, he was also charged with the responsibility of being the Champion leading the Service Quality and Leadership Development initiatives in the resort.

Before joining RWS, Lawrence was the Director of International Business in Service Quality (SQ) Centre Pte Ltd. For the eleven years that he was there, he served as an Organisational Development consultant to consult and diagnosed service quality improvement needs, developed, and implemented strategic solutions for major corporations both locally and internationally, assisting them in achieving visible results in the area of customers' experience.

Lawrence was the key person in clinching and project director in driving the Qingdao Sea Sports events of the 2008 Beijing Olympics. Through consultancy and training interventions, he led a team to help Qingdao city improved their level of service quality in preparation for the 2008 Beijing Olympics.

Some of his key clients included Procter and Gamble (Greater China), TÜV Rheinland (China), Costa Cruise (Italy), Dragon Air (Hong Kong), BPL Mobile (India), Kotak Bank (India), Kaya Skin Clinic (India), Hyderabad International Airport (India), New Delhi Indira Gandhi International Airport (India), Royal Brunei Airlines (RBA), Bank Islam Brunei Darussalam (BIBD), Dusit Thani Group (Thailand), and UEM Land (Malaysia).

Professional Qualifications:

- Psychology of Work, Post Graduate Diploma, *University of Leicester, UK*
- Bachelor of Arts – Finance & Marketing *University of Oregon, USA*
- Advanced Certificate in Training and Assessment (ACTA)
- Certified Neurolinguistic Programming (NLP) Practitioner, *Master Trainer Institute of New York*
- Founding member of the Organisation Development Group (ODG) in Singapore