



Jessie Lim
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With over 17 years of tourism industry experience amassed both locally and overseas, Jessie started her career in events management with The Suntec Singapore Convention and Exhibition Centre before moving to France in 2005, where she joined Liberty Incentives, a destination management company headquartered in Czech Republic. Upon her return to Singapore in 2006, she had the opportunity to be part of Singapore Tourism Board team that lends support to foreign MICE companies for setting up offices in Singapore. The time spent with STB also saw her leading the launch for the inaugural Singapore Business Events Awards to promote the MICE industry.

Jessie subsequently made her foray into the hospitality industry where she held managerial positions in Catering Sales and Events Management for several international hotel groups including Accor, Park Hotel Group and Hilton Hotels & Resorts. One of her most notable accomplishments was being part of the pre-opening team of the successfully re-branded Sofitel Singapore Sentosa Resort & Spa.

Jessie holds a Bachelor's Degree in Business Administration with a major in Marketing from the Singapore Management University. With extensive combined industry experience in the hospitality and tourism industries, she aspires to drive more positive change and greater good for the MICE industry. Through mutual sharing and learning, she believes that we can create a stronger impact which will help to build up the next generation of talents.