

Marc Lim, Chief Strategy Officer, Neo.TM, The Gym

A creative storyteller with over 20 years in the media industry, Marc brings with him a unique blend of content, marketing and events experience.

Formerly the Sports Editor and News Editor at The Straits Times and Business Strategist with Singapore Press Holdings, Marc has delivered strong written content and provided local and regional partners with innovative go-to-market solutions.

He has worked with some of the biggest brands and on the biggest events like the Singapore Grand Prix and the Fifa World Cup.

Marc specialises in subject-matter areas like Event Management and Planning, Strategic Thinking and Conceptualisation, Integrated Marketing, Journalism, Public Relations and Media Management.

Marc firmly believes that the conventions, exhibitions and events sector will play a crucial role in helping Singapore return to some form of normalcy as a bustling regional hub. As a leader of the industry, SACEOS is in a unique position to set the tone for the new normal for events in a post-pandemic world. He hopes to help the industry write this new, exciting chapter.