



Alice Lim

Senior Lead Consultant, Authentic Point

Alice Lim is a seasoned HR professional with more than 20 years of experience in global, regional, and country level roles. She worked across industries namely hi-tech, automotive, beauty in FMCG, Logistics and Education. In the last 12 years, she worked extensively in leadership roles, working as CHRO (Chief Human Resources officer), representing HR in the C-Suite.

She specialized in designing and executing HR strategies aimed at meeting the objectives of the business. In her most recent role, she was with Cognita Asia Holdings as their HR director for Asia a key role in laying the HR foundations for the long-term success of the company, including, building a collaborative organisational culture, development of strong leadership and digitalization of HR processes and systems. Prior to that, she was headhunted to be the HR Director of TNT Express, covering Asia, Middle East & Africa region with the mission to integrate and harmonize the acquisition by FedEx Express.

Prior to TNT Express, she worked for 8 years as HR Director for the L'Oréal group. Alice assumed the role as a HR Director for Asia Pacific for The Body Shop and played a key integration role in the global restructuring of The Body Shop after it was acquired by the L'Oréal Group. Subsequently, she moved to L'Oréal Singapore assuming the local HR Director covering more than 20 brands including Luxury, FMCG, Hair and Active Cosmetics. Alice built a positive employer branding with the external recruitment partners. She focused on young talent acquisition through campus recruitment and strong employer branding. She relaunched the global recruitment initiative, "Brandstorm", a management game for undergraduates to showcase their creativity, analytical and overall business skills. As a result, Singapore was rated one of the most successful countries globally.

Before joining the Beauty Industry, Alice was with General Motors Asia Pte Ltd, working alongside Functional Process Leaders to identify bench strength issues and talent development, mainly focusing on progression & succession planning. She was certified as an internal executive coach and worked with competencies tools for development projects. General Motors relocated their regional office from Singapore to Shanghai and she enabled the move. Having worked and lived in Shanghai helped to develop adaptability and engagement with senior management. The hands-on engagement allowed her to consistently drive corporate initiatives, especially on Talent Management and succession planning throughout Asia Pacific.

The depth and breadth of her HR experiences, with expertise in strategy and execution has enabled her to be a solid partner for the Senior Management.

Alice graduated with MSc (HRM) with the University of Bradford and Gallup Certified Strengths Coach.