

## **Jim Lim joins Zühlke Group as Head of Health & Medtech in Singapore**

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**Contributing to impactful innovation to transform and provide sustainable healthcare solutions**

Swiss firm Zühlke Group has announced the appointment of Jim Lim as Head of Market Unit (Health & Medtech) at Zühlke Asia. Based in Singapore, lim will lead the organisation's regional efforts to serve the healthcare industry and continue to expand Zühlke's healthcare expertise and offerings to the ecosystems of healthcare providers, pharmaceutical and medtech companies in Asia.

With over 24 years of Information and communications technology (ICT) industry experience, Lim brings his wealth of experience providing strategic, business and technological advice to global clients. Having held various senior leadership positions across MNCs, he has served clients across multiple industry verticals such as healthcare, pharmaceutical, medtech, telecommunications, financial services, education and manufacturing. Lim was also the founding CEO of Good Doctor Technology, a joint venture between Ping An Good Doctor, Grab and Softbank.

Outside his corporate career, Lim is the co-founder of a socio-techno network focused on bringing together the expertise, experiences and connections of senior executives globally to contribute back to society. He is appointed Senior Fellow by the Singapore University of Social Sciences and Executive Education Fellow by the National University of Singapore. He also serves as an industry mentor for Young NTUC and Vice President for Cloud Security Alliance Singapore Chapter.