

## Speaker Biography & Background



Geek | Marketer | Entrepreneur | Trainer

Mr. Willy Lim is the co-founder of NetProfitQuest. He was a Singapore Government Public Service Commission Scholar, graduated from National University of Singapore with a Masters Degree in Computer Science.

By incorporating a system driven business model to expand his business, he has built significant businesses in Singapore, Malaysia and China. In one occasion, he built and trained a FMCG sales team from zero to over USD 200,000 of monthly revenue in less than 6 months.

Willy founded NetProfitQuest with the mission of assisting business owners to increase profits without increasing marketing budgets through Marketing Reengineering, Social Media Marketing & Business Coaching. Together with co-founder of NPQ, Mr. K C See, he developed the first "Certificate in Social Media Marketing" in Asia.

Willy is a well sought after speaker in the area of social media marketing. He was an invited speaker at "Marketing in Social Age" hosted by Microsoft Singapore, "Social Media Marketing 2010" organized by Marcus Evans Conferences, "The Internet Show 2010/2011" organized by Terrapinn, "World Bloggers & Social Media Summit 2012", among many others, to share his experience and ideas on social media marketing with marketers and C-level executives.

Willy is a celebrity columnist with Asia's fastest growing business magazine, the "SME & Entrepreneurship Magazine". His monthly column "Social Media Marketing with Willy Lim" provides invaluable insights for SME business owners to learn about marketing on the new media. An adjunct lecturer for NICF Social Media Course at Institute of Systems Science, National University of Singapore, Willy delivers tremendous value in educating business owners on the effective use of social media for business. In his spare time, Willy lectures on "Becoming An Entrepreneur" at Nanyang Polytechnic.