



Genuine + Professional + Integrity

PROFESSIONAL TRAINER's Profile

# Violet Lim



## Violet Lim

*Certified Matchmaker*

*Co-founder of Lunch Actually & eteract.com*

### “How to Brand Yourself and Your Business Effectively to Achieve Business Breakthroughs”



When it comes to the modern matchmaker, very few in Asia would be able to come close to Ms Violet Lim. Before Eteract.com, Violet and her husband, Jamie, founded the premier modern dating company, Lunch Actually, in Singapore, Malaysia and Hong Kong. She has appeared in over 200 articles, television and radio appearances as well as the Singapore's National Day Video in 2005 where she was featured as one of Singapore's most aspiring people.

In less than two years, Violet established Lunch Actually as Singapore's premier modern dating company. She is responsible for the marketing and publicity, and is also the spokesperson for the company.

Within 12 months after Lunch Actually was set up in Kuala Lumpur, Violet appeared in numerous write-ups in major newspapers (English, Chinese and Malay) and in over 12 magazines (e.g. Newman, Female and Harpers Bazaar). She was also a columnist on the relationship Q&A in Cittabella Malaysia.

Besides Singapore, Malaysia and Hong Kong, Violet has also appeared in many publications in other countries (e.g. United States, Japan and Australia).

At the recent worldwide Matchmakers conference held in New York by the Matchmaking Institute, Violet was a panelist where she shared with 80 fellow matchmakers around the world about Business Models and Expansion Strategies and Matchmaking in Foreign Markets.

Violet maintains a personal dating blog ([www.violetlim.com](http://www.violetlim.com)) where thousands, visit monthly, to read about her views on dating and relationship matters. She is a natural “star” and is also currently spearheading several business developments like workshops for singles and date coaching.

#### Interesting facts:

- Violet possesses a Degree in Law and a Masters in Human Resource, but decided to venture into the matchmaking industry upon observing her friends and colleagues having little time for love due to their busy work schedules.
- Violet was the first Asian to be certified by the Matchmaking Institute, United States (New York). She also currently sits on the Matchmaking Institute's Board of Professional and Certified Matchmakers™.

**APTS Website : [www.apts.sg](http://www.apts.sg)**