



Genuine + Professional + Integrity

PROFESSIONAL Speaker 's Profile

Jacob Sim

*“ The 7 P's of the
Professional Trainer ”*

Mr. Jacob Sim

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Jacob's career spans the world of public relations, direct marketing, healthcare and hygiene, executive search and telecommunications. As an Organization Development-HRD professional, he has impacted professionals in Singapore, China, Taiwan, Hong Kong, India, Thailand, Malaysia, Indonesia and Japan as well as executives from the US, Australia, South Korea, the Philippines, South Africa and the Middle East. Companies he has provided solutions for include Lockheed Martin, Siemens, Philips, IBM, SUN Microsystems, Yokogawa, Estee Lauder, Evonik-Degussa, Wyeth, Ascott, AStar, Mt Elizabeth Hospital, National Heart Centre as well as numerous government, educational and volunteer welfare organizations.

Corporately, Jacob was the Regional HR Director of an established MNC headquartered in the US, with responsibilities over 11 Asia-Pacific countries. As the driver behind the company's Organizational Development initiatives, he implemented Asia-wide interventions encompassing change management, 360 degree feedback, core values alignment, employee communications, employee engagement surveys and career development.

With one of the world's largest executive search firm, he performed roles in sales, marketing, specialist search, regional training and product development. A qualified Search and Career Consultant, he coached franchisee owners (ex-CEOs and Senior VPs from diverse industries) across five Asian countries in sales development, consultant recruitment, performance training and client consulting. As advisor to these business owners, he also trained and coached their teams of consultants.

While being Business Manager for one of Asia's pioneer Direct Marketing (DM) firms, he marketed, sold, won and managed key accounts that included multi-channel, multi-lingual and multi-city DM solutions in APAC. He was a pioneer member of the working committee that successfully established the regional DMA Asia Conference in the international scene. In corporate communications, he worked for then the world's largest public relations firm taking on marcom and training projects with companies like American Express, Citibank and Coca Cola.

As the Training & Communications Manager of a Jardine Pacific conglomerate specializing in environmental health services, he developed and implemented T&D interventions for its 1,500 staff, and spearheaded its corporate communications and quality programs. He was also a Consultant to Directors and Country Managers in Hong Kong, Thailand, Malaysia and Indonesia in building the HRD function to support expansion plans.

Jacob holds an NUS BA degree (top 10%); a Post-Graduate Dip. in T&D Management (Commendation Award, T&D Association, UK); and a Certificate in Direct Marketing (Top Student, DM Association of Singapore).