





AARON LIM

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-  Singaporean

Approachable, resilient and calm. He strives in both structured and dynamic environments, and his mandate is to transform how HR delivers business value through balanced people-to-people objectives he touches.

WORK EXPERIENCE

June 2019 – Current
Park Hotel Group Management Pte Ltd (Corporate Office HQ)
Group HR Director

Key Achievements

- Employee Opinion Survey with 100% completion rate, Park Hotel Clarke Quay awarded 1 of the only 3 winners of Kincentric's (previously AON Aon Hewitt) Best Employers for 2019.
- Part of special task force to analyse minimal manpower manning plans for hotels during COVID-19 and also implemented strategies to optimize Government Grants through training and manning plans.
- Teamed up closely with Singapore Tourism Board (STB), WSG, ESG etc Government Agencies to deploy excess manpower, during COVID-19 pandemic to keep jobs.
- Zero retrenchment due to effective and timely cost cutting measures implemented.
- Re-designed performance review using a formulated Balanced Score Card (BSC) to allow proper tracking and standardization of specific KPIs across the group.
- Implemented the first Talent Acquisition Application Tracking System (ATS) during COVID-19 to prepare for post pandemic surge by launching our first career site by tapping on Government Grants.
- Automated employee recognition programme (Park Moments) and other critical employee milestone celebrations via existing platform (Microsoft Power Automate workflow platform).
- Revamped and transformed existing HR teams from silo property HRs to Business Partnership and Shared Services model to drive productivity to allow HRBPs to focus on Performance and Culture.
- Pre-opening leadership team responsible for our Park Hotel Kyoto property, with upcoming properties in Malaysia; South Korea and Australia.

Responsibilities

- Reports directly to the Chief Executive Officer, and Corporate Leadership Team member.
- Responsible for Global Human Resources activities for the Group with 6 direct reports and all functional report from all other hotel and F&B entities.
- Key contact to all senior members from SG, CN (Xi'an/Kunming/Wuxi), JPN (Otaru/Kyoto) and MV
- Responsible for Corporate and Hotel manpower costs contribution to Company P&L by maintaining productivity gains and keeping payroll cost to revenue ratio optimized.
- Succession planning of current and future leaders through our Management Trainee and Leadership Programmes.
- Key driver for Company wide culture, focused on triple bottom-line (People, Planet and Profit)
- Guides and directs HR team members on majority HR issues for best practices.
- Resolved complex employee relation issues in partnership with Union.

March 2018 – June 2019

KLOOK TRAVEL TECHNOLOGY PTE. LTD.

Regional HR Business Partner – Southeast Asia

Key Achievements

- Collectively built HR team from 3 to 12 pax in 6 months.
- Led a special task force recruitment team to hire 45 customer support members with specific language requirements within 3 weeks due to anticipating call volumes forecasted in Q3/4.
- Analysed limitations in current job levels, proposed and implemented new job level framework through re-leveling exercise during mid-year review with external market salary benchmarks.
- Re-designed performance review, simplified performance factors and rolled-out mid and year-end performance reviews globally, combining 2 languages into 1 unified exercise.
- Consolidated all existing payroll payment methods (in-house + multiple payroll vendors) into 1 single payroll vendor for main markets (SG, MY, PH, TW, JP, VN, ID, TH).
- Launched ATS system for recruitment to move away from expensive LinkedIn seeds, adding more channels and ensure optimized recruitment effectiveness between HR and business line managers
- Currently involved in Workday HRIS implementation for Global team.

Responsibilities

- Reports directly to the Senior Director of HR in HK HQ, remotely from Singapore.
- Key point of contact to all stakeholders in SEA (SG, MY, PH, VN, ID, TH, IND, DBX)
- Directly manages 2 junior HRBPs in Customer Experience team markets for SEA (MY and PH)
- Guides and directs HR team members on majority HR issues for best practices, including HR operations and regional payroll.
- Educates employees and young managers with no clear idea on HR, and coaches leadership experience on employee relation issues.
- Resolves complex employee relation issues due to historical practices, making real time rectification in a swift but effective manner.

July 2016 - February 2018

ZALORA SOUTH EAST ASIA PTE. LTD.

Country HR Business Partner - Singapore

Key Achievements

- Worked closely with Finance and FP&A team on Headcount budget/ forecast to maintain healthy G&A manpower planning to drive business value.
- Realigned designations to job levels to ensure consistency and clarity career path for all levels.
- Applied ideas to recruit talent, solely filled 92 positions without using any Agencies. Consolidated savings of at least SGD\$600,000 in commission.
- Overhauled Regional Onboarding Experience for all countries.
- Redesigned employee referral programme, standardising reward payments across the region.
- Negotiated New Employee Insurance Benefit Programme with new enhancements at minimum premium increase. Challenging as claim experience was high year-on-year due to individual claims.

Responsibilities

- Reported directly to Chief People Officer in Singapore, Corporate HQ (300 headcount).
- Acted as a partner for all key stakeholders in HQ, including C-Level Executive Management team.
- Oversaw 2 direct reports, in charged of HR Operations and Payroll respectively.
- Worked closely with Compensation and Benefits COE team on all salary proposals / benchmark exercises and other C&B related HR matters such as local Insurance and benefits coverage.
- Drove performance management review, while implementing new rating matrix.
- Resolved complex employee relation issues, conducting effective, thorough and objective investigations where necessary.

September 2014 - June 2016

ROBINSONS & RSH GROUP OF COMPANIES (Retail Asia of Al-Futtaim, Dubai Group)

HR Business Partner – Marks & Spencer (Sep 2015 to June 2016)

Key Achievements

- Planned and executed entire M&S Headcount/ Expense Budget, forecast and analysis.
- Increased M&S Singapore engagement rating by 11%.
- Rolled out a new global performance appraisal form to align appraisal processes for all Business.
- Successfully managed manpower movement and expenses across the M&S Singapore Business that impacts the bottom-line. Total savings >SGD\$300,000 in Q4 2015.
- Designed reward plans to boost employee morale due to no bonus payout for 2 years.
- Implemented talent mobility across business to retain and develop existing/ emerging talent.
- Involved in M&S rebranding exercise, with launch of boutique stores and new F&B M&S Café.

Responsibilities

- Reported directly to Group HR Director of Asia.
- Led 2 direct reports, in charged of HR Operations in a HR Shared Service environment.
- Partnered with senior stakeholders of M&S Singapore (300 headcount – All HQ / retail functions).
- Resolved daily employee relation issues, counseling and conduct investigations where necessary.
- Worked closely Finance Business Support teams on Headcount budget and forecast.
- Drove performance review and keep talent succession pipeline at healthy level.

Assistant Manager, Group Talent Management - Retail Asia (Sep 2014 - Aug 2015)

Key Achievements

- Developed Talent Management Terms of Reference as a platform for talent development.
- Designed and navigated career pathways, mobility and mentorship programmes for the Group.
- Examined learning needs analysis on current and emerging talent based on 9-box talent review.
- Created Hi-Po profile Talent Book to deep dive into individual talent profiles to focus on their career history, aspirations and map career paths to meet their career ambitions where possible.
- Enhanced succession plans by collaborating with Corp L&D team to design talent development action plans to improve succession pipeline and health.

Responsibilities

- Reported to Group Head of Learning & Development.
- In charged of Talent Management for Al-futtaim's Retail Asia arm (more than 4000 headcount across Singapore, Malaysia, Philippines, Indonesia, Hong Kong, Vietnam, Thailand and Australia).
- Managed high level talent review and succession planning for senior leaders via their leadership reports and merging talents. (180 leadership members reviewed annually).
- In charged of full spectrum employee engagement survey cycle with CEB and Gallup consulting.

May 2011 - August 2014
INTERNATIONAL SOS PTE LTD
Senior Executive, HR Central Services (Singapore)

Key Achievements

- Nominated for HRM Young Achievers Award 2014.
- Winner - TAFEP Award 2014 for Outstanding Inclusive Workplace Culture.
- Revitalised country wide employee recognition programme, "Get Recognised!". The programme was planned for Global Corporate rollout (one of the main features for the TAFEP award win).
- Revamped Long Service Award and flexi-benefits as part of employee recognition and welfare.
- Refreshed Staff Referral Scheme, "BLU Ambassador".
- Created HR Central Services SharePoint Intranet website to digitalise HR self-help capabilities.
- Directly involved in Company Vision, Mission and Core Values change management communication (16 sessions of stand-up training, coupled with other innovative initiatives).

Responsibilities

- Reported directly to Country HR Director of the Singapore, Asia/ Corporate HQ (600 Headcount).
- Executed Employee Engagement through Calendar of Activities (including wellness programmes).
- Formulated end-to-end production of internal E-newsletters (6 monthly).
- In charged of Performance management cycles for all employees using SuccessFactors, SAP.

EDUCATION

May 2007 - May 2011
Nanyang Technological University (NTU)
Bachelor of Engineering (Mechanical Engineering)

- Distinction for Final Year Project with Agency For Science, Technology And Research (A*STAR).

OTHER ACHIEVEMENTS

- Pilot Trainee, Singapore Youth Flying Club (2003) with a total of 19.5 Flying Hours, with First Solo.
- Outstanding Serviceman of the Year (2006), UAV Command, Republic of Singapore Air Force.
- Top 5% of academic cohort for 3 consecutive years from 1999 to 2001
- Appointed multiple President and Vice President positions held in Co-Curricular Activity Clubs.

TECH SKILLS AND CERTIFICATIONS

- HRIS Systems: SAP, SuccessFactors, ORACLE and Workday
- IHRP – Certified Professional (CIPD Affiliate)
- Certified Trainer, IAL ACTA (Advanced Certificate in Training & Assessment)
- Workplace Health Promotion (WHP) Certified by Singapore National Employers Federation (SNEF)