

Lim Chiah Lueng

Deputy General Manager

Pico Art International Pte Ltd

2011 - Current

Professional Summary

Energetic, resourceful and consummate event professional with 20+ years engaged in a multitude of roles in commercial strategies, promotions, communications, operations management and event development. Drives portfolio growth in regional play by building strategic partnerships. Provides client leadership to help organisers and brands alike navigate the Singapore and ASEAN marketplace via in-depth local knowledge and best practices. Works with international Fairs, Meetings & Conventions organisers and Brand marketers on implementation of their events program. Orchestrates all disciplines of the eco system to ensure successful delivery of flagship activations. Advances the commercial interests and brand visibility of clients while addressing marketplace challenges and trends. Skilled in leveraging experiential thinking, digital marketing, content & community engagement with operational efficiency. Seeks to constantly hone the activation playbook.

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