

EGBERT LIM (Pitchayapong) เอ็กเบิร์ต

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STRATEGIC OPERATIONS LEADER

Connecting Strategy, People, and Business Operations to empower Creative Solutions

Dynamic **multilingual** executive with 15+ years of experience driving \$3B global investment portfolios, spearheading **strategic operations**, and leading **digital transformations** across diverse industries. Proven track record in **optimizing supply chain logistics**, enhancing **operational efficiency**, and fostering diversity **partnerships** for **sustainable** growth.

- **Dual Nationality [Thai & US]** with mastery in **Cantonese, English, Malay, Mandarin, Thai**
- Executive Advisory Boards: Core Global Enterprise, White Clouds, Uwavee, and Vocalize
- Serving on National SBA Leadership Council, Economic Development Committee, Healthcare Committee
- Global investment portfolio of \$3B [**Manufacturing, Food & Beverage, Retail, Real Estate, Energy**]
- 2nd Dan Taekwondo Black Belt

SKILLS

Global Business Development | Financial Management | Supply Chain Optimization | Design Thinking | Client Success | Leadership & Change Management | PMO | Financial Forecasting | Lean Implementation | Entrepreneurial | Operations Strategy | AI Automation | Market Expansion | Continuous Improvement

PROFESSIONAL EXPERIENCE

Core Global Enterprise | Uwavee | Vocalize – International
Advisory Board member

2020 - 2024

White Clouds Management – Oklahoma City, OK
President | CEO

2014 - 2019

Private Equity backed **Management Consulting Firm** focused on global mergers and acquisitions and leading foreign initiatives towards investment in the U.S. Defined **strategic direction** and Strategic **partnerships** for **U.S. and global markets**. Built global clientele through **C-level engagements** of \$50M recurring annual revenue. Developed business cases, proposals, plans, and financial projections, forecasts and communicated business initiatives to the Board of Directors and other stakeholders.

- Served as Regional Business Director of Tojoy and executed strategic joint operation partnerships for private, governmental ventures entering Mexico and Midwest projects expanding to China.
- Served as OrionNet Systems International Customer Support Manager leading global support operations.
- Reduced logistics costs by \$1.5M and improved operational efficiency by 20% through implementation of advanced transportation management systems.
- Led cross-functional teams to achieve 95% global resource utilization, reducing downtime across systems.
- Increased manufacturing productivity by 40% without additional costs
- Increased client retention by 30% for major APAC hotel chain
- Increased operations efficiency by 20% by acquiring third party software.
- Increased distribution capacity for global OEM manufacturer by 200%

Director of Diversity & Operations Strategy

2012 - 2014

Implemented multi-supplier strategy and diversified suppliers to avoid manufacturing bottleneck to procure efficiently and reduce operational risks. Developed external Diversity & Inclusion strategy. Fostered key partnerships and engagement opportunities with vendors, government, and business leaders. Liaised with HR

PROFESSIONAL EXPERIENCE (cont.)

- Improved manufacturing capacity by 30% and reduced production time by 15% by scaling the client's logistics with audits; Expanded from Single Source Procurement (SSP) to Multiple Source Procurement (MSP)
- Increased business operation efficiencies by 21% - Delivered strategic initiatives and digital capabilities.
- Reduced production costs by 20% and increased efficiencies by 12% by streamlining OEM logistics.
- Increased use of diversity analytics and technology by 15% across suppliers to enhance cultural ethnicity.
- Reduced operations workflow by 25% utilizing cloud technologies, iPasS, API integrations.

Sr Manager Financial Planning & Analysis

2010 - 2012

Performed financial and market analysis, capital budgeting, cost analysis, and performance comparisons. Forecasted revenue. Analyzed key metrics and performance index. Managed performance and risks while providing visual analytics to the executive leadership team.

- Reduced third-party reporting costs by \$100K annually - integrated statements and DCF financial models while concurrently customizing the automation of the financial algorithm model.

Head of Business Development Strategy

2009 - 2010

Responsible for developing relationships with clients to grow the business. Responsibilities included account management, planning, client procurement, pipeline development, contract negotiation, risk management, statement of work (SOW) development, and revenue attainment.

- Grew department by 20% globally while keeping workforce costs within budget.
- Accelerated client's B2B sales profits by 25% via integration of digital technologies.

Multiple Restaurants | Cuisines [FMCG | Food & Beverage]

Managing Partner

2004 - 2016

Drove productivity initiatives for multi-unit operations through forecasting and KPI analysis. Directed a team of 35 staff members to exceed sales goals by 30% through innovative client success programs.

- Increased B2B clients by 28% by streamlining coordination between departments.
- Improved inventory utilization by 15% through analysis of POS & Crystal Reports
- Designed and built modern concept <https://newspin360.com/tour/ok/chatime/>

COMMUNITY INVOLVEMENT

Involved in Global Leadership Organization (GLO), C-Suite Support, Accomplished Executives, North Texas Lead, Senior Executive Alliance, DFW Organization Development Network, Irving Chamber of Commerce.

EDUCATION

University of Oklahoma, USA	Masters Human Relations [Org Development & Diversity Initiatives]	2008
Wichita State University, USA	B.B.A Management Information Systems	2002