

EGBERT LIM (Pitchayapong)

STRATEGIC OPERATIONS LEADER & EXECUTIVE ADVISOR

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

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EXECUTIVE PROFILE

Dynamic multilingual executive with 18+ years of experience driving **\$3B** global investment portfolios, spearheading strategic operations, and leading digital transformations across diverse industries. Dual Thai & US nationality.

CORE EXPERTISE

STRATEGY & GROWTH

Operations Strategy

Global Business Development

Market Expansion

OPERATIONS & SUPPLY CHAIN

Supply Chain Optimization

Lean Implementation

AI Automation & Integrations

FINANCE & LEADERSHIP

Financial Management & Forecasting

PMO & Change Management

Design Thinking & Client Success

BOARD & COUNCILS

National SBA Leadership Council

Economic Development Committee

Healthcare Committee

C-Suite Value Proposition: Serving as a high-impact bridge between regional execution in APAC/Global markets and overall corporate strategy. Proven capability managing assets across Technology, Food & Beverage, Retail, Real Estate, and Energy sectors.

\$3B

GLOBAL PORTFOLIO
HANDLED

\$50M

RECURRING CLIENT
REVENUE

+200%

DISTRIBUTION CAPACITY
BUILT

CONSULTING TRACK RECORD & BOARD LEADERSHIP

Principal Advisor & Operating Partner (APAC | Global) 2020 – Present

Portfolio-Based Engagements

Provide senior commercial and operations leadership to growth-stage, PE-backed, and enterprise organizations across logistics, tech, energy, and industrial sectors across Southeast Asia, East Asia, and North America.

- **Fractional Execution:** Structured long-term operating partnerships acting as de facto Chief Commercial / Operations Advisor to optimize revenue growth, pricing, and unit economics.
- **Supply Chain & Logistics:** Headed major logistics optimizations, deploying advanced transportation management systems, vendor distribution scaling, and cross-border corridor networks.
- **Energy Sector Readiness:** Steered operational readiness and regional cost controls for high-stakes oil & gas projects.
- **Global-Local Bridge:** Advised founders and boards across Thailand, Taiwan, and broader SEA to link regional boots-on-the-ground execution with overarching global strategy.

Core Global Enterprise

White Clouds Management

Uwavee & Vocalize Boards

LINGUISTIC MASTERY

English	Native / Fluent
Thai	Native / Fluent
Mandarin	Professional
Cantonese	Professional
Malay	Professional

EDUCATION

Masters in Human Relations

Organizational Development
University of Oklahoma, USA | 2008

B.B.A. Management Information Systems

Wichita State University, USA | 2002

DISTINCTIONS

2nd Dan Taekwondo Black Belt

RETAIN MY ADVISORY

Seeking cross-border execution, commercial scaling strategy, or high-level operational turnarounds?

[Request Consultation](#)

President & Chief Executive Officer

2014 – 2019

White Clouds Management – Oklahoma City, OK

Led a Private Equity-backed Management Consulting firm specialized in cross-border mergers and acquisitions, directing foreign investments entering the United States.

- **Revenue Attainment:** Scaled C-level global accounts to achieve **\$50M recurring annual revenue**.
- **Logistics Turnaround:** Cut logistics costs by **\$1.5M** and boosted efficiency by 20% using advanced transportation frameworks.
- **Joint Operations:** Served as Regional Business Director for Tojoy, structuring joint partnerships for state and private ventures into Mexico and China markets.
- **Network Auditing & Scaling:** Managed critical architecture uptime (99.98%) for enterprise giants like Walmart and Lowes while scaling OEM manufacturing distribution capacity by **200%**.

Director of Diversity & Operations Strategy

2012 – 2014

Global OEM Enterprise Supply Chains

Formulated next-generation multi-supplier global risk mitigation strategies and corporate diversity integrations.

- **Bottleneck Eradication:** Transitioned corporate infrastructure from Single Source Procurement (SSP) to Multiple Source Procurement (MSP), increasing capacity by 30% and lowering cycle times by 15%.
- **Digital Workflow Integrations:** Compressed operational workflows by **25%** by mapping and embedding cloud architectures, iPaaS, and API integrations.
- **Cost Optimization:** Trimmed OEM logistics production costs by 20% while elevating output quality.

Managing Partner [Multi-Unit FMCG Operations]

2004 – 2016

Multiple Restaurants & Cuisines Portfolio

- **Revenue Acceleration:** Spearheaded client success models for 35+ personnel, beating baseline sales metrics by 30%.
- **Predictive Models:** Enhanced inventory metrics by 15% through point-of-sale data mining, business analytics, and Crystal Reports.

GLOBAL ECOSYSTEM & AFFILIATIONS

Active member and contributor to: F.A.C.E (Bangkok) • Global Leadership Organization (GLO) • C-Suite Support Network • Senior Executive Alliance • DFW Organization Development Network • Emeritus Digital Operations Academic Program (Lecturer).