



Profile

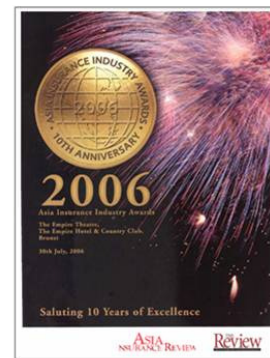
Name: **Jacob Ngiam Tee Lim**
Date of Birth: 8th December 1953
Nationality: Singaporean
Academic: MBA, Hull University (UK)



Jacob spent 31 years working for a major brewery group in the Asia Pacific region. During this time, he built from scratch the Group procurement function, insurance master program, enterprise risk management and crisis management programs. He also introduced “CCM” which is “Cost Control and Management” that resulted in multi-million dollars savings for the Group. Jacob, having been exposed to key business disciplines and holding an MBA degree, has conducted training workshops in over 10 countries to CEOs, general managers and management audiences and has been invited to present papers at seminars. Because of his deep passion for business resilience and excellence, Jacob decided in Dec 2007 to leave his senior management job to start up his own consultancy, **Jacob Business Armour Pte Ltd**.

Jacob architected the **Total Business Resilience Management** concept, a complete strategy to establish corporate resilience. This strategy focuses on building four composite defensive walls - SOPs, ERM, Crisis Management and Insurance thus providing effective business continuity protection. Jacob accordingly developed, from a practitioner’s perspective, practical business resilience solutions on enterprise risk management (“ERM”), crisis management (“CrM”) and business continuity management (“BCM”) that businesses require to establish organisational success in these present uncertain times. He holds a partnership with **TAMP Systems (USA)** and **Marsh Risk Consulting** to market the J³BCM (pc-based) and the DRS (web-based) BCM solutions in the Asia Pacific region.

For his work, Jacob won the prestigious **Risk Manager of the Year Award** from the **Asian Insurance Industry**. Speaking on behalf of the judging panel that comprised 22 renowned insurance industry leaders, **AIG**, the sponsors of the Award said: *“the judges were impressed by Jacob’s real passion for risk and crisis managements and were certain that the Award would spur him to even greater achievement in the field”*.



Jacob is certified trainer of **Media Training Worldwide (“MTW”)**, an international media training organization in Times Square, New York, USA. Jacob trains senior managements to handle media communications during a crisis. Mr TJ Walker, President and master trainer of MTW said: *“I have seen Jacob mastering the intricacies of successful communication, whether it is talking to the media or to live audiences. He knows how to be a powerful communicator, and more importantly, he knows how to transfer those skills to you”*.

