



## FAITH LIM SIEW KHENG (LIN XIUJING)

+(65)91236108 | [faithlimsj@gmail.com](mailto:faithlimsj@gmail.com) | Singapore  
CitizenAvailability: Immediate

### EXECUTIVE SUMMARY

An experienced Regional Corporate Financial, Brand Management Professional with more than 8 years' work experience specialising in Asset Portfolio management, Brand Valuation and Financial Analysis of listed companies equities funds in Asia Pacific, ASEAN as well as the Global Capital Market. Performed fundamental analysis of equities for Asia Pacific Region portfolio funds valued over U.S.\$500mn.

### KEY SKILLS

- Funds Management
- Financial Analysis and valuation of listed companies, equities
- Market Research & Analysis
- Acquisition of Land and Real Estate Project Management
- Compliance and Regulatory
- Asset and Liability Management
- Portfolio Fund Management
- Brand Marketing & Strategy Planning
- Global Capital Markets, Treasury Products, FX portfolio Management, Credit Risk Management
- Accounting Valuation, Analysis
- Corporate Relationship & Stakeholders Management

### SELECTED EXPERIENCES

#### Portfolio Management

- ✓ Supported the chief of Equities, Asia and ASEAN in portfolio management and stock selection by conducting fundamental analysis on the companies and portfolio fund holdings, mainly covering Banking and Financial, Technology, REIT, healthcare sectors
- ✓ Attended corporate, conference meetings for Quarterly Results, Daily Investments ideas meetings.
- ✓ Perused through numerous articles, published research and conferences to conduct a detailed analysis of the financial statements and financial models to justify the stock fund performance reviews against the benchmarks.
- ✓ Prepared presentation materials for investment deals generation and execution purposes.
- ✓ Created Asset Management modeling to enhance the portfolio management and funds performance. My supervisors were pleased with my deliverables.
- ✓ Responsible for the financial valuation for the land acquisition and construction of factories project in Malaysia. Liased and negotiated with the banks and lawyers for the corporate loans to finance the land purchase, construction. Reviewing the Sale and Purchase, credit facility agreements.

#### Brand Management & Financial Analysis in Healthcare

- ✓ Managed Acquisition of Land, Real Estate in Malaysia and Corporate financing with the banks. Performed business valuation and consulting assignments. Valued Intellectual Property intangibles assets brands and Financial reporting, regional league tables for Asia single-handedly
- ✓ Successfully launched & organised Asia pacific forum 2018, awarding Top 10 Valuable Brands in Singapore.
- ✓ Crafted the public financial funding frameworks, subsidies operating subventions in healthcare.
- ✓ Prepared Profit & Loss statements for the departments, Supplies costing and workload reports by SOCs, bill cases simulations using SAP, analyzed funding frameworks & NEV, subsidies and

operating subvention. Prepared costing worksheets for Corporate Health Screening packages & Renal-IR Packages

- ✓ Appointed as the Treasurer and Program manager for organising and managing the opening ceremony of the Hospital-Warming Party Event. As a result, more than \$10,000 was raised in the event.

### **Treasury & Capital Management**

- ✓ Has a track record in maintaining, growing and acquiring overseas corporate clients and good working knowledge in treasury, exotic products, trade finance products and IFRS reporting, executed FX deals.
- ✓ Built, managed and developed better banking relationships with specific key internal stakeholders, work closely In the Treasury
- ✓ Work with Treasury to efficiently implement effective ways to funding levels for assets and for liabilities managements
- ✓ Understood stakeholder demand, while providing commercial insight through financial, valuation analysis and knowledge of market best-practices.
- ✓ Ensured Treasury's financial impact is reported accurately within an effective control framework and in compliance.
- ✓ Reviewed terms, conditions of Offering Circular/pricing supplements (Euro MTN program of U.S. \$5 billion), Treasury products, CCS, IRS, options, devising hedging strategies. Coordinate with banks, on financing market operations. Executed and traded FX deals. Undertook treasury project resulted in cost savings.
- ✓ Participated in the FX week, seminar Corporate Treasury, contracts, conference meeting on Group cashflow forecast with Australian counterparties.
- ✓ Created new MIS reporting tools to account for Treasury's financial impact to the businesses and its performance management measurement. Cover daily and monthly RTB financial control & reporting requirements

### **Research Analysis**

- ✓ Performed Empirical analysis of the prosecuted Insider Tradings in the Cross-Border and Domestic Deals on the analysis of the trading patterns that underlie the prosecuted SEC cases and compare the cross-border with the domestic merger and acquisitions cases by examining a novel hand-collected dataset using STATA, SAS, SQL.
- ✓ Participated in the 30th Australasian Finance and Banking Conference in Australia, Sydney.

### **PROFESSIONAL EXPERIENCE**

**Omni-Plus System Pte Ltd**

**Duration: Jun 20 - Dec 20**

**Designation: Senior Finance Investment, Land/Real Estate Acquisition (Project-Based)**

**Brand Finance Asia Pacific**

**Duration : Mar 18 - Jan 19**

**Designation : Brand Manager (Contractual)**

**University of New South Wales, Australia School of Banking & Finance, Sydney**

**Duration: Nov 16 - Dec 17**

**Designation: Research Assistant**

**Mitsubishi UFJ Trust & Banking Corporation, Asset Management**

**Duration: Aug 14 – Jul 16**

**Designation: Assistant Fund Portfolio Manager**

**Mitsui and Co. Financial Services**

**Duration: Dec 10 – Jul 14**

**Designation: Senior Finance Executive**

**Prudential Assurance**  
**Duration : Aug – Dec 10**  
**Designation: Investment-Linked Product Management**

**Alexandra Health**  
**Duration : Mar – Jul 10**  
**Designation: Finance Executive**

**Institute of Mental Health**  
**Duration: May – Jul 06**  
**Designation: Finance Department, Business Assistant**

**International Business Machines**  
**Duration : Sep – Dec 05**  
**Designation: Business Development (IBM Global Services)**

## **ACADEMIC QUALIFICATIONS**

**University of New South Wales, Australia, Sydney** **Jul 16- Jul 17**  
**Master of Commerce, Specialization in Finance**  
Awarded High Distinctions in International Banking Management, Financial Institution Management, Distinctions in International Corporate Finance, Strategic Management of Credit Risk and Loan Policy, Capital Budgeting and Financial Decisions, Trading – Financial Securities

**National University of Singapore** **Aug 06 – Aug 09**  
**Bachelor of Business Administration with Merit, Specialization in Finance**  
Awarded 'A's in *Finance, Macro and International Economics, Topics in Finance: Fixed Income Securities, Corporate Finance*

## **PROFESSIONAL DEVELOPMENTS**

- Attained Certificate in Act and Bloomberg CPD event: The increasing significance of corporate treasury. Attended seminars on Bloomberg.
- Attained the Institute of Banking & Finance CMFAS Examination Module 3 – Rules & Regulations for Fund Management
- Module 6 - Securities Products and Analysis,
- Module 5 – Rules and Regulations For Financial Advisory Services.
- Competent in Bloomberg system, Design/Development Tools. Proficient in Microsoft Office, Oracle, SPSS Statistical Software, HTML STATA,SAS, Visual Basic, SAP, Ms Excel VBA & SQL.

## **OTHER RELEVANT INFORMATION**

**Languages:** Fluent in English (Spoken & Written), Mandarin and French, Japanese(basic).

**Enrichment/Volunteer: UNSW Graduate Association:** Active member involving in activities to ensure the graduates are bonded, participated in organizing events.

**National University of Singapore, Air Weapons Club:** Committee member of the NUS Air Rifle/Pistol Club. Participated in Shooting training courses,activities organized by the NUSIS

**Tennis Club:**Certified tennis player with the Advanced course offered by coach from Singapore Sports Council

**Prefectorial Board:**Appointed Head of Logistic department, coordinated the activities.

Appointed Secretary of Cultural and Modern Dance Club. Performed in Victoria Theatre and successfully raised funds for the school and participated in Chingay Parade

**Awards:** Best Paper Award in NUS School of Business on Investment Analysis and Portfolio Management class, for Research Paper 'Valuation Report on a stock of the FSTE ST Index: optimal strategy for a recommendation'

- Awarded Air Rifle Shooting Course Top Notch Sports
- Obtained Certification in School of Business Management-Management Games Competition
- Obtained Gold Medal in Singapore Youth Festival Central Judging of Dance Items (Gold)

## **Others:**

- Attend seminars / talks in the area of Finance, Investments and Marketing
- In the progress of Pursuing CFA
- Volunteer in Hospice