

CHRISTOPHER LIM

EDUCATOR, ENTREPRENEUR, GLOBAL PROFESSIONAL

christopher.lim@csueastbay.edu • 6505426389 • Redwood City, CA94065

PROFILE

- Ph.D. Management, Concentration Leadership & Organizational Change
- Lecturer in San Jose State University(SJSU), College of Business, School of Global Innovation & Leadership. Level: Undergraduate & Graduate
- Distinguished Lecturer Teaching Award with San Jose State University, Lucas College and Graduate School of Business for 2021, Master Teacher Award for 2018-2021
- Courses taught in SJSU include: Operations Management, Procurement & Supply Management, Total Quality Management, Project Management, Global Dimensions of Business.
- Founder of EASE Education LLC, a K-12 enrichment school that conducts speech and debate, STEM, and entrepreneurship courses located in the Bay Area.
- Adjunct Professor in Menlo College, Atherton, CA. School of Business, Ops/Supply Chain Undergraduate Level Course
- Adjunct Professor in Cal State-East Bay, College of Business and Economics. Level: Graduate Level
- Courses taught in Cal State-East Bay include: Business Analytics, Ops and Supply Chain
- Research areas include: Artificial Intelligence & Robotics, Corporate Social Responsibility, Leadership, Operations Management and Supply Chain

EDUCATION

PH.D. IN MANAGEMENT, SPECIALIZATION: LEADERSHIP AND ORGANIZATIONAL CHANGE

Walden University | Minneapolis, Minnesota | Feb 2018

M.SC. IN INTERNATIONAL MARKETING

University of Strathclyde | Glasgow, Scotland | May 2005

CHARTERED DIPLOMA IN MARKETING

Singapore Institute of Management | Singapore | Dec 1996

PUBLICATIONS

LIM, C. (2019, AUGUST). ARTIFICIAL INTELLIGENCE RESPONSIBILITY IN THE WORKPLACE .

aper presented at The 4th International Conference of Supply Chain and Technology Innovation (ICOSTI 2019). Awarded "Best Application Paper"for the conference | Jul 2019

LIM, C. (2019, APRIL). THE IMPACT OF SOCIAL VARIABLES ON FINANCIAL PERFORMANCE.

aper presented at RAIS Conference in Princeton, NJ. Proceedings with ISSN 2578-8574 indexed in Google Scholar, SSRN, IDEAS/RePEc, Econpapers, CNKI, and CEEOL | Apr 2019

LIM, C. (2017). RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE FINANCIAL PERFORMANCE (DOCTORAL DISSERTATION).

Available from ProQuest Dissertations & Theses Full Text (UMI No. I0683732) | Nov 2017

FACULTY EXPERIENCE

ADJUNCT PROFESSOR

Cal State University - East Bay | Hayward, CA | Jan 2022 - Present

<https://www.csueastbay.edu>

Teach Graduate Master Business Administration's Business Analytic and Operations Supply Chain courses to a diverse group of 25-30 graduate students in a classroom setting.

- Teach business analytics techniques to leverage data in business decision making.
- Formulate models to address real world problems, implementing models in spreadsheet environment and interpreting modeling results. • Topics include descriptive, predictive and perspective analytics.
- Facilitate discussion on case studies, design , and share real-world experiences and scenarios to engage students in active learning

ADJUNCT PROFESSOR

Menlo College | Atherton, CA | Aug 2021 - Present
<https://www.menlo.edu>

Teach Operations Management and Supply Chain Management courses to a diverse group of 20-30 undergraduate students in a classroom setting.

- Facilitate discussions, educate on core concepts and techniques, and strengthen problem solving and decision making abilities.
- Present case studies, design interactive activities, and share real-world experiences and scenarios to engage students in active learning.

ADJUNCT PROFESSOR

Golden Gate University | San Francisco, CA | Jan 2020 - Present
<https://www.ggu.edu>

Teach a Doctoral Business Administration's Management and Organizational Theory course to a diverse group of 8-10 graduate students in a classroom setting.

- Facilitate discussions, educate on core concepts and techniques in the various disciplines, and strengthen problem solving and decision making abilities.
- Present case studies, design interactive activities, and share real-world experiences and scenarios to engage students in active learning.
- Mentor and coach in research dissertation preparation and design.
- Dissertation committee member for potential DBA candidates

LECTURER

San Jose State University | San Jose, CA | Jan 2016 - Present
<https://www.sjsu.edu>

Teach Fundamentals of Operations Management, Global Dimensions of Business, Procurement & Supply Management, Total Quality Management, and Project Management courses to a diverse group of 30-50 college students in a classroom setting.

- Facilitate discussions, educate on core concepts and techniques, and strengthen problem solving and decision making abilities.
- Present case studies, design interactive activities, and share real-world experiences and scenarios to engage students in active learning.
- Received a 4.5 (and higher) on course evaluation scores and recognized for quality instruction

Achievements:

- Distinguished Lecturer Teaching Award for 2021 "with Lucas College of Business"
- Master Teacher Award "accomplishments for AY 2018-2021 with Lucas College of Business"

ADJUNCT PROFESSOR

Notre Dame de Namur University | Belmont, CA | Jan 2017 - Dec 2021
<http://www.ndnu.edu>

Teach Fundamentals of Marketing, Management Principles/Organizational Behavior, Change and Conflict Management undergraduate courses and Marketing Planning & Analysis for an MBA program to a diverse group of 20-30 working adults' students in a classroom setting.

- Facilitate discussions, educate on core concepts and techniques in the Management and Marketing discipline, and strengthen problem solving and decision making abilities.
- Present case studies, design interactive activities, and share real-world experiences and scenarios to engage students in active learning.
- Received a 4.5 (or higher) on course evaluation scores and recognized for quality instruction

HONORS & AWARDS

DISTINGUISHED LECTURER TEACHING AWARD

San Jose State University, Lucas College and Graduate School of Business | 2021

MASTER TEACHER AWARD , 2018-2021

San Jose State University, Lucas College and Graduate School of Business | 2018

ENTREPRENEURIAL EXPERIENCE

FOUNDER & CEO

EASE Education LLC | Redwood City, CA | Jan 2018 - Present

<https://easeeducation.squarespace.com>

We aim to educate our students with dedicated and experienced instructors in a safe environment. We understand that many students from K-12 grades encounter writing blocks and anxiety about public speaking so we tailor made course modules that will address the emerging needs of this population. We also want to equip our students with emerging knowledge in A.I. and entrepreneurial skillsets that will be necessary in the future workplace. With excellent tutorship from dedicated and experienced instructors combined with well developed course pedagogy, our students are on their way to developing and mastering these critical skillsets.

MANAGEMENT EXPERIENCE

SENIOR DIRECTOR & GLOBAL ACCOUNTS LEAD

DB Schenker Inc. | South San Francisco, CA | Jan 2018 - Apr 2016

<https://www.dbschenker.com/global>

Responsible for leading Regional Account Managers based in the West Coast Region

- Revenue Retention, Growth and Bottomline Management of Assigned Global Accounts in the Electronics Industry. • Develop marketing and road-map strategy for the Electronics Industry for the region.
- Lead global tender preparation & response for the assigned global accounts
- Senior Management & Strategic Engagement and Planning with Clients on RFQ opportunities, contract negotiations and renewal.
- Manage a revenue base budget of USD500mil.
- Key Clients: Texas Instruments, Samsung, Sony, Foxconn, Panasonic, Epson, Fujitsu, Garmin, Celestica, Huawei, Xerox, Avnet, Isola, Adtran

Strategic planning and talent management of the global Apple Account Team.

- Oversight of a budget of USD350mi and 50FTEs.
- Retention and Targeted Revenue Growth on all product lines: airfreight, oceanfreight, land, and contract-logistics.
- Coordinate Senior Management & Strategic Engagement/Planning with Apple logistics leadership on Global RFQs, contract negotiations and renewal.
- Coordinate and lead the global business review for the DB Schenker executive team with Apple executive leadership
- Support the DB Schenker account team and attend periodic regional quarterly business reviews

GLOBAL EXPERIENCE

GLOBAL ACCOUNT DIRECTOR - ASIA PACIFIC

DB Schenker - Asia Pacific | Singapore | Jan 2002 - Dec 2007

Strategic planning and talent management of the global Apple Account Team.

- Oversight of a budget of USD350mi and 50FTEs.
- Retention and Targeted Revenue Growth on all product lines: airfreight, oceanfreight, land, and contract-logistics.
- Coordinate Senior Management & Strategic Engagement/Planning with Apple logistics leadership on Global RFQs, contract negotiations and renewal.
- Coordinate and lead the global business review for the DB Schenker executive team with Apple executive leadership

- Support the DB Schenker account team and attend periodic regional quarterly business reviews

COMMERCIAL DEVELOPMENT MANAGER -HIGH TECH

KLM Cargo, Royal Dutch Airlines | Singapore | Jul 1995 - Dec 2001

Developing new and servicing existing accounts in the Asia region for the high tech market

- Key clients : Seagate Technology, AMD, Philips, Texas Instruments, ACER, and others
- Reporting and accountability to Management Team of Business Unit Air Logistics in Head Office (Amsterdam) on all major issues, results, profitability and strategic development on the assigned global accounts. Annual revenue target : S\$50 million
- Steer and provide direction in developing the regional Asia hi-tech market KLM Cargo.
- Responsible for assigned corporate accounts' bottomline, growth and development in South-east Asia market and the targeted global accounts.
- Developing the operational set-up of the Malaysia, Hong Kong and China (Shanghai and Beijing) markets in 1998-1999 in line with and to cater to the requirements and needs of the prospected global accounts
- Leading the contract negotiations with local intermediaries in Malaysia, Hong Kong and China (Shanghai and Beijing) to find suitable alliances to complement the business unit's market approach
- Managing the partnerships and responsible for sourcing to complement the customers' needs
- Responsible in market expansion exercise for Hong Kong and China in conjunction with the local station managers to develop the Business Unit Air Logistics' market.

ACCOOUNT (SALES) EXECUTIVE

DHL International Express | Singapore | Jan 1993 - Dec 1995

<https://www.dhl.com/us-en/home.html?locale=true>

Manage a certain territory marked out in the Town District Team

- Sales revenue target : S\$300K per mont. Achieved a 20-25% p.a. growth in results of the territory
- Accountable for the development and growth of the existing and potential accounts in the assigned territory
- Key Clients : NYK Shipping Lines, GE Medical Systems, Ministry of Foreign Affairs, EDB and STPB

Achievements:

- Awarded top sales person in 1994

VOLUNTEER EXPERIENCE

SOCIAL MINISTRY VOLUNTEER

Cathedral Basilica of St. Joseph, San Jose, CA | Jan 2017 - May 2020

TEACHER FOR RELIGIOUS EDUCATION

St. Gregory's Catholic Church | Jan 2016 - May 2020