

Clara Lim, Managing Director Asia Pacific

As Managing Director for Asia Pacific and member of the Executive Board, Clara is responsible for strategizing, building and growing the business for this region. Also, Clara is an experienced Leader with accomplished tracks of close to 2 decades working in the tech software industry predominantly in the eCommerce landscape.

Prior to commercetools, Clara was the Vice President Sales with SP eCommerce, SAP hybris and she has held several management positions in her career portfolio. Skilled in Sales, Business Development, Channels Management, Customer Experiences and Value Engineering, Clara also enjoys adjunct teaching at university as well as sharing her eCommerce storyboarding with the geek community. Clara holds Executive Education from Tsinghua University.

Profile

- Name:** Clara Lim
Position: Managing Director Asia Pacific
Location: Singapore
Mission: To enable the mindshare on every customer in Asia Pacific that commercetools is the new future. We offer a value engineering solution that is more flexible than the usual traditional SaaS or on-premise IT investment model.
Must be: Cut the clutter and simplify all complications.
Not really: Loves to cook. But not a real chef yet.