

Mr. Lim Kok Keng
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Current role

Kok Keng is responsible for sales and marketing of Elsevier S&T information and solutions in the Asia Pacific region. The teams he leads in this region service Elsevier's current and potential customers in both Academic and Government (A&G) segments. Leveraging on Elsevier's leading position as a content-based workflow solutions provider, Kok Keng and his team engage various contacts within A&G institutions actively to understand their needs and help them improve access to world class quality contents, raise productivity level in research output and make better decisions that result in higher return on investments. These contacts include senior decision and policy makers, research management and administration officers, librarians as well as end users.

Previous professional experience

Prior to joining Elsevier, Kok Keng was the Managing Director of e-Cop Pte Ltd, a leading and awards-winning cyber and information security service provider in Asia Pacific. The company counts major government ministries/agencies and large-size organizations among Financial, Energy and Education sectors as key partners and customers. His previous role also included heading the Marketing function in Asia Pacific for Ingram Micro, the world's largest technology distributor. Kok Keng started his career in the financial industry with American Express Banks developing financial products targeted at its Card Members.

Academic Background

National University of Singapore, Degree in Business Administration (1990)