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**Sonny Lim** AMIM, MIM-CPCSRM, MIM-CPT  
B A (Hotel & Restaurant Admin.) Washington State Uni., USA

Sonny brings with him wide & varied experience covering 25 years of engagement in the fields of hospitality, marketing, corporate communications, training & development, media & event management, leadership management, service quality, corporate social responsibility & community development.

With a B.A. in Hotel & Restaurant Administration from Washington State University, USA, Sonny began his hospitality career with Genting Highlands Resort and subsequently heading 4 and 5-Star properties in Singapore and Malaysia. His interest for human talent development, led him to be a Certified Supervisory Skills Trainer and a System Operations Analyst for Genting Highlands Resort.

Always seeking challenges in his work, Sonny developed an interest for technology and media with a career switch after 18 years in the hotel industry, to head the Corporate Marketing Communications of a media production and mobile technology company.

With a passion for community and NGO work, Sonny has for the last 10 years dedicated his time to various Community Development programmes and has held key positions in the following NGOs: Committee Member of Community Support Network, General Manager of the Young Achievers Club, Director of Operations of Protect & Save The Children, and Committee Member of Selangor Cheshire Home.

With his exposure to both corporate and community work, Sonny was involved in the development and launch of a new brand of milk products, for a new corporate entity in the Malaysian market. Working closely with the Marketing and Branding Consultant, he conceptualised and successfully launched the CSR and social marketing programmes that were designed to deliver the product's brand values.

He was also retained as a Consulting Senior Project Director focusing on CSR and Social Media strategies for a public listed company in their new re-branding project.

He is assisting a local city council, Majlis Bandaraya Petaling Jaya, in developing programmes to support the PJ Child Friendly City initiative and advisor to Selangor Cheshire Home on their Economic Empowerment Programmes for young people with learning disabilities.

He is currently the Honorary Secretary of Community Support Network, which is a local NGO focusing on developing resource networks to support the social needs and capacity building for communities.

Sonny focuses are on the development, design, training and evaluation of capacity building programmes and specialising in Corporate Social Responsibility initiatives.

Sonny is MIM Certified Professional Trainer (MIM-CPT) and an MIM member.

