



**Disruption Management . Executive Search . Transition Management**  
[www.LimLogesMasters.com](http://www.LimLogesMasters.com) | China . Hong Kong . India . Singapore  
 RHQ: 1 Raffles Place Level 20 Tower 2, Singapore 048616 | O: +65 6808 6985 | F: +65 6808 5800

## DISRUPTION MANAGEMENT

At Lim-Loges & Masters, we partner with Hehsed to help businesses embrace a digital future holistically across the entire organisation. Our senior experts work with clients to align digital strategy with corporate strategy, enhancing customer experience, improving decision making and increasing overall profitability in the organisation in this digital age. In the new Digital Economy, creating the cutting edge by leveraging on digital assets will be your key differentiator.

### DIGITAL TRANSFORMATION STRATEGY

We help businesses to embrace the digital future holistically across the whole organisation.

Here at Hehsed our team comprises highly skilled senior experts globally. We work with companies to align digital strategies with their corporate strategies and enhance total company commitment in driving growth and profitability with the advancement of technology.

### DIGITAL & SOCIAL MARKETING

Reduce irrelevant spending and get robust results on customer acquisition, leads and sales based on digital customer data and marketing analytics.

Leveraging on digital customer data and marketing analytics, you will be able to develop compelling customer propositions and deliver them through the right digital channels at the right time.

Hehsed will help you keep on top of changing customer sentiment by applying advanced digital and social marketing tools, including Chatbots.

### CUSTOMER EXPERIENCE

Every single customer touchpoint is an opportunity to connect, grow and sustain customer relationships. The ability to find that critical path and leverage digital assets enhances not only the customer experience but a sustainable revenue growth.

For both online and offline, Hehsed will collaborate with you to discover what your customers care about most and design new digitally enabled experiences for them.

### DIGITAL HUMAN CAPITAL

Around 70% of corporate initiatives fail to achieve their objectives and targets, often hampered and impacted by human factors. An organisation is only as innovative and successful as the talents it attracts and empowers.

Our Digital Human Capital practice is specifically designed to empower and enable company employees across all levels and departments to understand, learn and embrace their corporate digital transformation journeys and drive change successfully.

### INNOVATION

Design-driven companies have outperformed the S&P Index by more than 200% over the last 10 years. Innovate to lead your market. Using our approach, we partner with you throughout the innovation journey to build a more powerful business.

We will leverage highly structured and practical tools such as Design Thinking, Agile and Learn to gain creative insights, together with your customers and employees, on new experiences, products and services.

**hehsed**  
 Digital innovation. Delivered.



**Lim-Loges & Masters**  
 transforming companies, transforming careers

# TRANSFORMING COMPANIES, TRANSFORMING CAREERS.



"I met Francis during my tenure as Head of Commercial, DHL Express Singapore at a customer event. I shared with Francis our plans to take the country senior management team and our direct reports through a digital awareness session. Francis supported the organising committee to structure and put our workshop framework together. He also played the facilitator role during the 2 day session. The team benefited from the session and achieved a greater hyper-awareness of our plans. We then followed up with smaller sessions with the groups on projects they had selected from the workshop."

Julian NEO, DHL Express, Vice President, Multi-National Customers Asia Pacific



"Thanks to LLM's quick grasp of our company's values, needs and strengths as well as their expertise of the person that would fit our job profile, Limagrain was able to hire the perfect match for the vacant position of Managing Director for one of our Asian units. I was impressed by the high levels of confidentiality, professionalism and integrity in our discussions to identify the prerequisite qualities of the potential candidate and fine-tune the search and selection process. A lot of time was also saved due to the full suite of services provided by LLM which demonstrates LLM's commitment beyond the recruitment process."

Cécile CUZENIC, Limagrain Field Seeds, CEO Asia Pacific

## DR FRANCIS GOH

CEO, Hehsed Consulting



Francis Goh is the founder of HehSed Consulting, which specialises in digital innovation, corporate strategy and leadership development. Prior to this, he was the CEO at the global HR consulting firm, Mercer. Francis specialises in the areas of emerging solutions, breakthrough business models and innovation. He has a proven track record in building high-performance teams and overachieving both revenue and profit targets consistently. He established core innovative business models which further enhances brand positioning, revenues and profits. Francis has more than 20+ years of international experience in the technology and energy industries, having had numerous P&L and leadership roles with global leaders such as Accenture, SAP, HP, Microsoft and ExxonMobil. During this time, Francis has worked across Asia, Europe and the United States. Francis holds an Honours degree in Mechanical Engineering, an MBA and a PhD in International Management.

## LELIA LIM

Managing Partner, Asia Pacific, Lim-Loges & Masters



Lelia Lim has been leading C-suite searches across Asia Pacific since 1997 and is the principal founder for Lim-Loges & Masters. Initially from process-based industries, she then spent almost 13 years with Korn/Ferry International in its Global Industrial and Consumer Practices and just recently served at Kincannon & Reed, another global firm, as its Managing Partner Asia Pacific. Previous to executive search, Lelia held corporate and commercial roles in BP Oil and Kumpulan Emas Group. She has lived and worked in multiple markets - United Kingdom, Southeast Asia, Hong Kong/China. Lelia has been supporting CEOs and multinational companies to address their transformation needs in Asia throughout her career. Today she helps companies through a pioneering suite of total solutions in addressing change - Disruption Management, Executive Search and Transition Management. She is certified in the Lominger International suite of solutions: Leadership Architect 101, High Potential Masterclass and Development Masterclass. Lelia holds an MBA (Finance), LLB Hons. LSE, Asian International Executive Programme INSEAD.

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