

# NATHANIEL L. LIM

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## **TEACHING / TRAINING EXPERIENCES:**

- teaches courses (as part-time Lecturer) on Strategic Management, Strategy Formulation, Strategy Implementation and Evaluation, Principles of Management, Organizational Communications, and Philippine Business and Economic Environment at the Ateneo de Manila University's John Gokongwei School of Management (ADMU-JGSOM)
- Teaches (as part-time Lecturer) Principles of Marketing, Marketing Management and Sales Management at the University of Asia and the Pacific's School of Management's Entrepreneurial Management Program (UA&P-SMN-EMP)
- part of a team that conducts training for staff, junior managers, and middle managers of Mitsubishi Corporation's Asia-Oceania operations; handled modules on Marketing and Strategic Management
- serves as Business Coach/Mentor for the New Business Ventures, Personal Development Series, and the Business-Academe Partnership programs of UA&P-SMN
- appointed as Sports Development Coordinator and Head Basketball Coach of UA&P-SMN-EMP's EM Entrepreneurs
- served (until May 2014) as Assistant Coach of the UA&P Dragons, the men's varsity basketball team of UA&P
- part of a team that trained Store Managers on Strategic Management under the Ateneo-Jollibee Store Management Development Program (ADMU-JB-SMDP)
- developed the Sales Training module for the ADMU-JB-SMDP
- conducted training modules on Sales Fundamentals and Management with Perla Compania de Seguros under the aegis of Ateneo's Entrepreneurial Academy
- conducted a training program on Principles of Management, Marketing, Sales, and Retail Management for Budget Lane Supermarkets under the auspices of the JGSOM Business Resource Center
- handled Strategic Marketing, Marketing Management, and Advertising courses for the Strategic Business Economics Program (for senior executives), the Applied Business Economics Program (for middle managers), the Industrial Economics Program (for undergraduates), and the Master of Science of Management Program at UA&P
- tutored on Marketing Principles at the University of Western Australia's Manila MBA program
- Lectured on Creative and Strategic Thinking for the Department of Education's National Educator's Conference
- functioned as Faculty Team Leader for Strategic Management at ADMU-JGSOM, Department of Leadership & Strategy
- taught Business Communications to Business Management juniors at the Ateneo de Manila University (from 1977-81, even as a college junior / senior)
- conducted role-play training for Pacific Rim Regional Vice Presidents for Impact University (based in Punta Gorda, Florida, USA)
- conducted Training sessions on Trade Marketing and Sales Promotions with EAC Philippines
- lectured on Marketing Principles at CityTrust's Training Center and at Ateneo's Graduate School of Business
- tutored/taught undergraduate students at Fordham University's College at Lincoln Center

# NATHANIEL L. LIM

## **EXPERIENCES / ACCOMPLISHMENTS:**

### **MANAGING CONSULTANT, DGLL Management Consultants Network, (own Consulting Group), Quezon City, Philippines (7/97-present)**

- set up own Consulting network offering General, Marketing, Sales, Operations, Strategic Planning, and Productivity Improvement management services
- conducted Strategic Planning Programs for Kubota Agro-Industrial Machineries Philippines Inc., International Heavy Equipment Corporation, and Fieldstar Manufacturing Corporation
- conducted Quick Look (operations analysis) for MY San Biscuits Inc., The Culinary Exchange Inc., Presyo Panalo retail stores, Asia Construction, Centro Azucarera de Bais, and California Bus Lines
- conducted Sales Management training workshops for a new sales team of Radio Mindanao Network
- as Marketing Consultant to Pacific Communications Network Inc. of New York, NY, USA, set up and developed PACCNET's retail telecom business in the US east coast
- conducted studies and set up Paccnet Business Services in Manila, which planned to offer value-added IP-based business services to its prospective market
- set up Itawagmo Customer Services in Manila, which planned to offer remote access customer services to prospective clients
- worked as Adviser/Executive Trainer of Impac Systems, a worldwide management engineering / productivity organization based in Punta Gorda, FL, USA, Product Development Consultant to RayMar Commodities Inc. of Teaneck, NJ, USA, Operations Consultant of Comswitch Inc. of Stamford, CT, USA, Business Development Consultant to Pinoy Musika of Stamford, CT, USA, and Regional Vice President for Sales of Impac in the Pacific Rim

### **SALES & MARKETING DIRECTOR, Warner Music Philippines, (A Time- Warner Entertainment Company), Manila, Philippines (4/95 - 6/97)**

- Head of both Sales and Marketing Departments; member of the Executive and Management Committees
- steered Total Company Revenues to an unprecedented 40% growth in 1996 (vs. 1995)
- overhauled general philosophy of selling from passive order-taking to pro-active selling
- introduced several concepts in Sales to upgrade the knowledge and skills of personnel; i.e. coverage planning, basic call procedures, sales order planning, sales monitoring, sales analysis/reporting, point of sale display/merchandising
- introduced new ways of marketing music; i.e. TV Advertising, Radio Advertising, Catalogue Campaigns, Direct Marketing
- restructured the Marketing organization along classic Brand/Product Management systems to be more effective/responsive/efficient

### **MARKETING MANAGER, Sara Lee Philippines, Inc., Makati City, Philippines (1/93 - 4/95)**

- functioned as de facto Head of the Consumer Marketing Department, managing Consumer Division business, inclusive of Shoe Care, and Household Care brands/products; member of the Operations Committee
- directly managed the company's personal care brands - the growth brands of the company
- launched the following new products for the Zwitsal Baby Care range; Prickly Heat Powder, Baby Cream, Cleansing Wipes in pillow packs and canisters, and Cotton Buds; all contributing to the brand's aggressive growth objective

# NATHANIEL L. LIM

- launched the Legrain line of Spanish fragrances; Petit Cheri, S-3, and Royale Ambree; contributing unbudgeted revenues of P 16 MM in 1993

## **ASSISTANT VICE PRESIDENT, CATEGORY PRODUCT MANAGER, Citytrust Banking Corporation - Consumer Services Group, (A Citicorp Consumer Bank), Makati City, Philippines (10/91 - 12/92)**

- managed the Consumer Deposits Category - the money earning category contributing more than 60% of CSG profits
- launched \$ Checking Account w/ ATM, the first such product in the Philippine market
- launched Check-O-Matic Prime and Plus to further enhance Future Saver and Kiddy Rider businesses and institutionalize cross-selling among branch staff
- introduced the concept of product sampling via a Trial Offer Scheme for Check-O-Matic
- introduced the Promo Work Plan as a guide to project proposals
- refocused product monitoring for Kiddy Rider to include "parent" accounts resulting in increased profitability
- set up a Premium Development System to professionalize Premiums sourcing and testing
- coordinated the implementation of the new branch signages for greater branch visibility

## **SENIOR PRODUCT MANAGER, Colgate-Palmolive Philippines, Inc., Makati City, Philippines (1/89 - 10/91)**

- managed the Detergents Group of products, which included Ajax Detergent Bar, Cleanser, Liquid Cleaner, and Axion Dishwashing Paste. Total Group contributes substantially to Total Company Volume and Sales
- relaunched Ajax with Sinag Plus in November 1990, which pushed the brand to market leadership in syndet laundry bars after three months
- handled the Charmis Equity Group, which was considered by the company as part of "profit brands"
- launched Charmis Powder Cologne in April 1989, which contributed unbudgeted profits of P4 MM in 1989
- launched Charmis Styling Gel in test market in July 1990
- contributed to the development of the Irish Spring line of personal care products for men

## **ASSISTANT TO THE MARKETING MANAGER / PRODUCT GROUP MANAGER, Eveready Battery Co. Phils. Inc., Makati City, Philippines (6/87-12/88)**

- handled the Battery Products Group, which includes Eveready and Energizer, Philippine market leaders in their respective categories
- launched a new, local battery brand, Radiolite, to cater to a large market potential
- concurrently handled Metro Manila Sales as Acting Area Sales Manager

## **ASSISTANT BRAND MANAGER, Consolidated Foods Company, (a division of CFC Corporation), Pasig City, Philippines (7/83 - 4/84)**

- managed the then Philippine market leader in chocolates (Presto)
- launched two chocolate brands which enabled the company to use idle equipment and maximize plant utilization
- increased media exposure for N-Rich Coffee Creamer at no cost to the brand
- assigned to study why company sales were poor in a particular district; findings and recommendations guided the reorientation of company efforts in the district

# NATHANIEL L. LIM

- concurrently helped manage one of the market leaders in instant coffee (Blend 45); developed new products (Great Taste Milk) and packaging (foil packs)

## **ASSISTANT PRODUCT MANAGER, CFC-McVitie Inc., (a joint venture of CFC Corporation with United Biscuits of the U.K.), Pasig City, Philippines (5/82 - 6/83)**

- launched and managed a new line of biscuit products (McVitie's) which upgraded the product standard in the biscuit market

## **BRAND ASSISTANT, CFC Corporation, Pasig City, Philippines (4/81 - 4/82)**

- assigned to the company's then developing brand (Great Taste Coffee) as well as new products
- assigned by Senior Vice President to conduct an in-depth study of competition; results guided a corporate reorganization which improved operations
- completed three-month Sales Training as van salesman, booking salesman, and Unit Manager
- undertook one-month Field Promotions Training on house-to-house and store-to-store selling promotions

## **EDUCATION** :

- \* Master of Business Administration (Marketing),  
Fordham University, New York, NY (September 1986)
- \* Bachelor of Science (Business Management) /  
Bachelor of Arts (Interdisciplinary Studies),  
Ateneo de Manila University, Loyola Heights, Quezon City  
(October 1980 / October 1979)
- \* EDP Fundamentals/Program Logic Formulation/Cobol Programming,  
National Computer Institute, Camp Aguinaldo, Quezon City (1984)
- \* Japanese Language, Culture, and History courses,  
Canadian Academy, Kobe, Japan (1978)

## **OTHER EXPERIENCES / ACCOMPLISHMENTS** :

- served as Director of the ACIL Centennial Board, the overseer of the preparations for the ACIL's 100<sup>th</sup> year in 2005
- as Comelec Chairman for the K-ville Townhomes Homeowners Association, renewed interest among residents in association/community matters
- successfully organized and managed a Scholarship Drive among Ateneo ACIL alumni (The ACIL Alumni Scholarship Award)
- co-founded an International Students Service Society at Fordham University
- held various positions of leadership in extra-curricular activities: Features Editor of the school newspaper, Head Cheerleader, Choir Conductor, Public Relations Officer, Business Manager, Sports Coordinator, Group Leader, Committee Chairman, and President of a student organization of 200+ members (ACIL – the Ateneo Catechetical Instruction League)