

Master Speaking Engagement Deck

Aeton Lim, MSID, SID-AD
Innovation Consultant
Accredited Board Director

A compilation of one-pager brief for the topics listed in
Aeton Lim's speaking engagements



Meet The Speaker

Aeton Lim

Member of Singapore Institute of Director (MSID)
Accredited Board Director (SID-AD)





Aeton Lim, MSID SID-AD
Strategic Analytics & Insights,
Innovation Consultant




Top Contributor Award

In recognition of outstanding contributions and dedication to advancing our Thought Leadership mission in 2024



Aeton Lim
Asia Pacific
Bases Partner

Customer Success
Thought Leadership Awards 2024



Aeton brings extensive **consulting and forecasting experience on innovation and go-to-market strategies**, particularly for leading, world-class clients in the Fast Moving Consumer Goods (FMCG) industry, both in Asia-Pacific region as well as other markets within Europe, the United States, Middle East and Latin America.

In addition to his innovation consulting work, Aeton is an **NIQ award-winning Thought Leadership contributor** that regularly provides his perspective to Asia C-suite thought leadership pieces to help advance and shape perspectives. He is also an Honoree in the prestigious Global GreenBook Future List in 2025 and finalist in 2023 and 2024, a recognition to his leadership, professional growth and helping to trailblaze the future of the industry. He is also a Judge at ESOMAR, the global association for market research and insights. He also has the chance to glean learnings from LVMH around **luxury and foresight topics** and has undergone **INSEAD Executive Education on Business Strategy & Financial Performance**.

Alongside that, Aeton was also the **Next-Gen Asia-Pacific Leader** whom drives the annual global Diversity, Equity and Inclusion (DEI) agenda and input to key business DEI priorities at the corporate level. Aeton have also helped NielsenIQ Singapore obtain Company of Good National Award from the nation's President through advocating and promoting partnerships with commercial and non-profit partnership as a force to do good. In 2024, he worked together with London's deputy major of Business; Howard Dawber's agency, London & Partners to enable organizational global capability enhancement.

Outside of work, Aeton is an **accredited board director** at the Singapore Institute of Directors that advocates for effective corporate governance, sustainability and transformation for meaningful change. He has also mentored non-profit leadership alongside board-level executives, providing guidance on growth direction.

Aeton is also a speaker on growth and innovation strategy, having presented at forums within NTU, NUS, SMU, SUSS, Singapore Polytechnic Business School, International Society of Sustainability Professionals, Global Supply Chain Council, Temasek Foundation.



FUTURE LIST 2025



Igniting Innovations: Playbook Strategies For The Future

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Spark organizational change.

Empower your team's innovation skills.

Reduce innovation failures.

Designed ideally for...

Boardroom Directors	Associations
Executive Directors	Client Events
Senior Leaders	Global Conferences
Middle Management	
Associates & Professionals	
University Students	



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In this practical keynote, you will:

- Explore different types of innovation and their potential impact.
- Explore proven strategies for driving innovation within your organization.
- Learn what it takes to achieve successful implementation of innovation initiatives.
- Reflect on the common pitfalls to avoid when pursuing innovation.

Innovation Management: Fuelling The Growth Engine With Effective Management

Given the complexities of bringing new ideas to market, leaders need to be able to build robust innovation management systems.

When you want to..

Build robust innovation management systems.

Align innovation strategy with business objectives.

Create a sustainable innovation pipeline.

Designed ideally for...

Executive Directors **Associations**
Senior Leaders Client **Events**
Middle Management Global **Conferences**
Associates & Professionals
University Students



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- Explore practical frameworks for managing innovation from ideation to implementation.
- Learn what it takes to achieve alignment between innovation strategy and business objectives.
- Reflect on the critical success factors for building a sustainable innovation pipeline.

Building The Guardrails: Innovation Governance For Long-Term Success

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Structure innovation governance effectively.

Define clear innovation roles and responsibilities.

Balance innovation experimentation with risk management.

Designed ideally for...

Executive Directors

Senior Leaders

Associations

Client **Events**

Global **Conferences**



In this practical keynote, you will:

- Explore different models for structuring innovation governance within an organization.
- Explore best practices for defining roles, responsibilities, and decision-making processes within an innovation governance framework.
- Learn what it takes to achieve effective communication and collaboration across different departments and teams involved in innovation.
- Learn what it takes to achieve a balance between encouraging experimentation and managing risk.
- Reflect on the role of leadership in championing and enforcing innovation governance principles.



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Innovating For A Better World: Embedding Sustainability Into Innovation Initiatives

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Integrate sustainability into organizational practices.

Achieve impactful, long-term value through sustainability.

Drive sustainability transformation through leadership.

Designed ideally for...

Boardroom Directors

Executive Directors

Senior Leaders

Middle Management

University Students

Associations

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In this practical keynote, you will:

- Explore practical strategies for integrating sustainability across all aspects of your organization.
- Learn what it takes to achieve genuine impact and create long-term value through sustainable practices.
- Reflect on the role of leadership in driving a sustainability transformation.

The Market Matchmaker: Finding The Right Markets For Your Products

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Identify new customer segments and markets.

Achieve continuous innovation for competitive advantage.

Foster cross-functional collaboration for product-market fit.

Designed ideally for...

Executive Directors **Associations**
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In this practical keynote, you will:

- Explore strategies for identifying new customer segments and expanding into new markets.
- Learn what it takes to achieve continuous innovation and stay ahead of the competition.
- Reflect on the importance of cross-functional collaboration in achieving product-market fit.

Health As An Innovation Catalyst: Opportunities & Risks In A Changing Regulatory Landscape

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Navigate health legislation trends.

Balance compliance with innovation and growth.

Build a resilient healthcare organization.

Designed ideally for...

Executive Directors

Senior Leaders

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In this practical keynote, you will:

- Explore the latest trends in health legislation and their impact on healthcare organizations.
- Learn what it takes to achieve compliance while fostering innovation and growth.
- Reflect on the critical success factors for building a resilient and sustainable healthcare organization in a dynamic regulatory environment.

The Digital City: Designing Experiences For eCommerce Consumers

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Unify online and offline brand experiences.

Ensure consistent omnichannel branding and service.

Optimize customer journeys with data-driven decisions.

Designed ideally for...

Senior Leaders

Middle Management

Associates & Professionals

University Students

Associations

Client **Events**



In this practical keynote, you will:

- Explore strategies for seamlessly connecting the online and offline worlds to create a unified brand experience.
- Learn what it takes to achieve consistency in branding, messaging, and customer service across all channels.
- Reflect on the importance of data-driven decision-making in optimizing the omnichannel customer journey.



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The Art Of Premium & Luxury Innovations

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Explore new luxury frontiers: sustainability, personalization, experiences.

Achieve authentic emotional connections with luxury consumers.

Shape future luxury consumer desires through innovation.

Designed ideally for...

Boardroom Directors

Executive Directors

Senior Leaders

Middle Management

University Students

Client **Events**

In this practical keynote, you will:

- Explore new frontiers in luxury, encompassing sustainability, personalization, and experiences.
- Learn what it takes to achieve authenticity and emotional connection with discerning consumers.
- Reflect on the future of luxury and the role of innovation in shaping consumer desires.



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White Space Wonderland: Uncovering Unmet Consumer Needs For Innovation Opportunities

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Uncover hidden consumer needs with powerful methodologies.

Deeply understand customer journeys and pain points.

Develop customer-centric products and services through empathy.

Designed ideally for...

Boardroom Directors

Executive Directors

Senior Leaders

University Students

Client **Events**



In this practical keynote, you will:

- Explore powerful methodologies for uncovering hidden needs and understanding customer motivations.
- Learn what it takes to achieve a deep understanding of the customer journey and identify pain points.
- Reflect on the importance of empathy and customer-centricity in developing successful products and services.



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The Decisive Leader: Mastering Data For Strategic Advantage

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Analyze data for meaningful insights.

Achieve confident decision-making in ambiguity.

Navigate complex challenges with critical thinking.

Designed ideally for...

Middle Management
Associates & Professionals
University Students
Associations

In this practical keynote, you will:

- Explore practical frameworks and tools for analyzing data and extracting meaningful insights.
- Learn what it takes to achieve clarity and confidence in decision-making, even in ambiguous situations.
- Reflect on the importance of critical thinking and objective reasoning in navigating complex challenges.



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Retail Revolution: Navigating The Future Of Commerce

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Transform retail with AI, machine learning, and data analytics.

Gain a competitive edge with customer-centric innovation.

Navigate the future of decentralized, interconnected retail.

Designed ideally for...

Executive Directors

Associations

Client **Events**



In this practical keynote, you will:

- Explore how artificial intelligence, machine learning, and data analytics are transforming the retail landscape.
- Learn what it takes to achieve a competitive edge by embracing innovation and creating a truly customer-centric approach.
- Reflect on the future of retail in a decentralized and interconnected world.



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AI-Powered Advertising: Unlocking The Future Of Advertising With Smarter Campaigns

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Revolutionize advertising with AI automation and optimization.

Achieve advertising efficiency with AI tools and platforms.

Drive AI advertising with data-driven decisions and continuous learning.

Designed ideally for...

Executive Directors

Senior Leaders

Middle Management

Associations

Client **Events**

Global **Conferences**

In this practical keynote, you will:

- Explore how AI is revolutionizing advertising through automated bidding, audience targeting, and creative optimization.
- Learn what it takes to achieve greater efficiency and effectiveness in advertising by leveraging AI-powered tools and platforms.
- Reflect on the importance of data-driven decision making and continuous learning in the age of AI advertising.



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Inflation-Proofing Your Business: Strategies In A Volatile Economy

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Manage costs and optimize pricing during inflation.

Ensure financial stability during economic volatility.

Strengthen financial management and proactive decision-making.

Designed ideally for...

Senior Leaders

Middle Management

University Students



In this practical keynote, you will:

- Explore strategies for managing costs, optimizing pricing, and securing supply chains in the face of inflation.
- Learn what it takes to achieve financial stability and ensure business continuity during periods of economic volatility.
- Reflect on the importance of strong financial management, risk assessment, and proactive decision-making.



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From Spark To Solution: Unlocking Your Ideation And Conceptualization

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Brainstorm, prototype, and refine ideas effectively.

Achieve clarity and alignment in conceptualization.

Shape innovative concepts through communication and collaboration.

Designed ideally for...

Senior Leaders

Middle Management

University Students

In this practical keynote, you will:

- Explore practical frameworks and methodologies for brainstorming, prototyping, and refining ideas.
- Learn what it takes to achieve clarity, focus, and alignment throughout the conceptualization process.
- Reflect on the importance of effective communication, collaboration, and feedback in shaping innovative concepts.



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Seizing The Moment: Connecting With Customers In The Right Occasions

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Map key customer moments and micro-moments.

Deliver relevant experiences at each customer touchpoint.

Anticipate customer needs and provide in-the-moment value.

Designed ideally for...

Senior Leaders

Middle Management

University Students



In this practical keynote, you will:

- Explore how to identify and map key moments and micro-moments in the customer journey.
- Learn what it takes to achieve meaningful engagement and deliver relevant experiences at each touchpoint.
- Reflect on the importance of anticipating customer needs and providing value in the moment.



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Headlines Of Tomorrow: A Leader's Guide To Strategically Work Ahead With Foresight

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Create a compelling future vision.

Build organizational resilience and adaptability.

Align vision with strategic action for long-term success.

Designed ideally for...

Boardroom Directors

Executive Directors

Senior Leaders

University Students



In this practical keynote, you will:

- Explore how to create a compelling vision for the future and inspire others to embrace it.
- Explore strategies for building resilience, adaptability, and a culture of innovation within your organization.
- Learn what it takes to achieve alignment between your vision and your actions, ensuring that your organization is moving in the right direction.
- Learn what it takes to achieve long-term sustainability and success in a world of constant change.
- Reflect on the role of leadership in creating a better future for all.



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The Middle Management Leader: Facilitating For Peak Performance

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Break down complex goals and delegate effectively.

Optimize workflows and track key performance indicators.

Drive performance with data-driven decisions and problem-solving.

Designed ideally for...

Middle Management
University Students

In this practical keynote, you will:

- Explore frameworks for breaking down complex goals into manageable tasks and delegating effectively.
- Learn what it takes to achieve efficient workflows, optimize resources, and track progress towards key performance indicators.
- Reflect on the importance of data-driven decision-making, problem-solving, and continuous improvement.



Aeton Lim, MSID SID-AD

Innovation Consultant

Accredited Board Director (SID-AD)

Aeton brings extensive [consulting and forecasting experience on innovation and go-to-market strategies](#), particularly for leading, world-class clients in the Fast Moving Consumer Goods (FMCG) industry, both in Asia-Pacific region as well as other markets within Europe, the United States, Middle East and Latin America.

Aeton is also a [NielsenIQ award-winning Thought Leadership expert](#) that regularly provides his perspective to Asia C-suite thought leadership pieces to help advance and shape perspectives. [He is also an Honoree in the prestigious Global GreenBook Future List in 2025](#), a recognition to his leadership, professional growth and helping to trailblaze the future of the industry. In 2024, he worked together with London's deputy major of Business; Howard Dawber's agency, London & Partners to enable organizational global capability enhancement.

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The Business Model Innovative Architect: Disrupting Markets And Creating New Value

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Explore diverse business model innovations.

Create sustainable competitive advantage with unique value.

Align business models with strategy and culture.

Designed ideally for...

Senior Leaders

Middle Management

Associates & Professionals

University Students



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In this practical keynote, you will:

- Explore different types of business model innovation, such as subscription models, platform businesses, and the sharing economy.
- Learn what it takes to achieve a sustainable competitive advantage by creating unique value propositions and delivering exceptional customer experiences.
- Reflect on the importance of aligning your business model with your overall strategy and organizational culture.

Beyond Trends: Mastering The Timeless Essentials

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Develop essential leadership qualities: integrity, vision, empathy.

Achieve authentic leadership for trust and collaboration.

Prioritize self-awareness and continuous personal growth.

Designed ideally for...

Associates & Professionals
University Students

In this practical keynote, you will:

- Explore essential leadership qualities such as integrity, vision, communication, and empathy.
- Learn what it takes to achieve authentic leadership that inspires trust, fosters collaboration, and drives sustainable success.
- Reflect on the importance of self-awareness, continuous learning, and personal growth in becoming a truly effective leader.



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The Data-Driven Master: Unlocking The Power Of Data For Advisory Success

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Navigate common data professional situations.

Master key data skillsets for success.

Elevate your data skillset for career advancement.

Designed ideally for...

Associates & Professionals
University Students

In this practical keynote, you will:

- Explore various common situations data professionals face
- Learn the key skillsets to master in order to be successful
- Reflect on your current skillset and what it takes to get to the next level



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What We Need From You

Audience Context

- Company Brief Background
- Audience Brief Background
- Context Of Event

Event Arrangements

- Confirmed Venue / Potential Venue
- Date of Event
- Time of Event

Speaker Context

- Role Expected of Speaker
- Topic of Speaking Engagement
- Keynote? (Y/N)
- Any other details/special requests to take note of?

Budget Context

- Optimal budget / budget range for this speaking engagement

Speaker Logistics

- Please arrange for all podiums to be moved off-stage or to either side of the stage, if possible.
- A wireless, lavalier (preferred) or lapel microphone
- Power supply to power his laptop
- A projector (VGA or HDMI input)
- A speaker system with a mini plug for audio output from the laptop
- A confidence monitor (if possible)

Thank you!

As next steps, feel free to reach out to share the details around your speaking engagement needs, so that the approach would be tailored around your needs.



Aeton Lim, MSID SID-AD

Member of Singapore Institute of Director (MSID)

Accredited Board Director (SID-AD)

**Strategic Analytics & Insights,
Innovation Consultant**