

A Quick Introduction

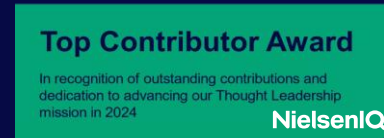


Aeton Lim, MSID-AD
Strategic Analytics & Insights,
Innovation Consultant
Certified Foresight Practitioner

Award-Winning Thought Leader



Strategic Analytics & Insights Innovation Consultant



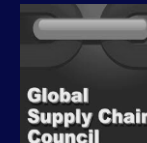
Foresight Practitioner



Accredited Board Director



Speaker At Industry Events



Speaker At Universities



Detailed Introduction



Aeton Lim, MSID-AD
Strategic Analytics & Insights,
Innovation Consultant
Certified Foresight Practitioner

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**. He is a **certified foresight practitioner** 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, Greenbook's Insight Innovation Exchange (IIE) Europe.