



**Ms SzeKi SIM**  
**Head – Brand**  
**SGInnovate**

A seasoned and passionate marketer, SzeKi joined SGInnovate as part of its pioneer team in Sep 2016. She is entrusted with building the brand and marketing team from scratch, to achieve SGInnovate’s mission of enabling ambitious and talented men and women to build, commercialise and scale deep technology-based innovations from Singapore that will have global impact. She leads the team in promoting Singapore as a place of thriving innovation in deep tech entrepreneurship and spearheads activities to create a holistic ecosystem, providing a platform where founders, researchers, academics, venture capitalists, corporations come together to share and discuss ideas of innovation in areas such as Artificial Intelligence, Blockchain and MedTech.

Her leadership has seen SGInnovate, in less than 2 years, establish itself as a leading force in driving deep tech innovation and entrepreneurship in Singapore and internationally, having built a thriving community with 22,000 followers across its social media platforms, and clinching silver in the Best B2B PR Campaign at the Marketing PR Awards 2017.

Prior to SGInnovate, SzeKi’s long career in marketing included leading teams with global technology brands such as Hewlett Packard, Motorola and Nokia regionally and globally. Her 15 years at Motorola saw her in various leadership positions including Head of Marketing - Asia Pacific for Motorola Networks, and Head of Marketing - Asia and Middle East for Motorola Solutions. At Nokia Siemens Networks (now Nokia), SzeKi was the Global Head of Customer Marketing for their Global Services organisation.