

CEO PROFILE



Mr. William Lim Tao-E
Chief Executive Officer
Old Chang Kee Ltd

"William Lim is the Chief Executive Officer of Old Chang Kee Ltd, a catalyst listed company and leading manufacturer and retailer of the famous Old Chang Kee curry puff. Since taking over the helm of Old Chang Kee in 1995, William has been instrumental in the development of the product range offered at more than 80 outlets in Singapore. Besides Singapore, Old Chang Kee has presence in West Malaysia, Indonesia, and Western Australia.

William has more than 20 years of experience in business and sales development strategies and passionately works towards Singaporeans "growing up with Old Chang Kee". He believes this is possible by making changes to remain relevant whilst staying true to the Old Chang Kee roots.

William holds a Bachelor of Commerce degree in Marketing from the Curtin University of Technology, Western Australia. He was previously a council member of the Association of Small and Medium Enterprises, and committee member of the Restaurant Association of Singapore, and Franchising and Licensing Association of Singapore. He has also served on the Board of Directors of Intellectual Property Office of Singapore."