

Lim Chon Phung, PhD.

Current Positions at Singapore Management University

- Research Fellow, Lee Kong Chian School of Business.
- Adjunct Faculty, Lee Kong Chian School of Business.
- Affiliated Faculty, Institute of Innovation & Entrepreneurs.

Education

- PhD in General Management (2018), Singapore Management University.
- MBA (2003), Booth School of Business, University of Chicago.
- Bachelor of Arts (1980), University of Texas at Austin.
- Bachelor of Business Administration (1981), University of Texas at Austin.

Research Interests

- Innovation, Entrepreneurship and Venture Building.
- Startups and SME Scale up.
- Sales and Go-to-Market Strategies.
- Social networks and its effects on community development and performance in business organizations.

Selected Publication

- PhD Thesis:
Purposeful building of social capital and the adoption of essential tools and technologies in impoverished communities in the Philippines, 2018
- Case Studies (Co-authors):
 - Innovating Singapore's Chicken Rice.
 - Suu Balm: From Lead User Innovation to Rapid Growth.
 - Neeuro: Revolutionizing Health Tech Through Open Innovation.
 - Innovating Coatings at Nipo International.
 - Lynk Biotech: Open Innovation Project Management

Professional Experience:

Chon-Phung is an information technology industry veteran with 35 years of experience in Hewlett-Packard and Oracle Corporation. He retired from the corporate world in 2015 to pursue a PhD at the Lee Kong Chian School of Business, Singapore Management University, focusing on innovation for inclusive growth.

Private Venture Investment (May 2015 – Present)

- Venture investment in early-stage startups. Invested in a diverse portfolio of companies in Singapore and the region. Board of Director and Advisor to multiple startups.

Oracle Corporation (May 2005 – May 2015)

Senior Vice President

Oracle Customer Services, Asia Pacific, and Japan Region

- Develop and implement strategic plans to meet revenue, gross margin, and customer satisfaction goals. Annual revenue for the business was US\$3 Billion.
- Lead sales and customer management of Oracle Software, Hardware and Advanced Services lines of businesses. Establish Oracle as the “best in class” in software and systems support.
- Accelerate customers innovation agenda with Oracle’s industry-leading expertise and services. Enable customers to harness the full power of Oracle investment.
- Develop leadership bench strength and technical competencies in all countries.

Hewlett-Packard (Feb 1982 – May 2005)

May 2003 to May 2005

Vice President and General Manager

Enterprise Systems Group, Asia Pacific, and Japan Region

May 2002 to Sept 2003

Vice President, Head of Regional Sales and Marketing

HP Services, Asia Pacific, and Japan Region.

May 1998 – May 2002

General Manager

Network and Service Providers Business, Asia Pacific, and Japan

1996– May 1998

General Manager

Computer Systems Organization, South-Asia

1994–1996

General Manager

Professional Services Organization, South-east Asia

1990-1993

Field Support Manager

Customer Support Organization, Singapore

1988-1990

Marketing Program Manager

Hewlett-Packard Intercontinental, Palo Alto, California

1985-1988

Applications Engineering Manager

Customer Support Organization, Malaysia

Feb 1982-1985

Software Development Engineer/Project Manager

Hewlett-Packard Intercontinental, Palo Alto, California