

# Global Venue Experts Forum



## **Genevieve Lim**

Executive Director of MICE  
Management  
Marina Bay Sands

Genevieve Lim serves as the Executive Director of MICE (Meetings, Incentives, Conventions & Exhibitions) Management at Marina Bay Sands. As Executive Director of MICE Management, Genevieve is responsible for the strategic planning, development, and optimisation of commercial opportunities for Sands Expo & Convention Centre. She also leads special projects to drive innovation and operational efficiencies.

Genevieve joined Marina Bay Sands in 2009 as Associate Director of Sales where she drove the overall association sales strategy for Marina Bay Sands. She was one of the key leads responsible for Singapore's successful bids in numerous global wins such as Rotary International Convention, Lions International Convention and The Million Dollar Round Table, further elevating the Republic's position as a preferred destination for international business events.

Genevieve graduated with a bachelor's degree in Commerce, Marketing and Economics from Monash University. She also holds a CMP certification from the Convention Industry Council as well as a CEM certification from the International Association of Exhibition and Events (IAEE), and is an active member of the Professional Convention Management Association (PCMA). Genevieve is the first Singaporean graduate from the AIPC's (Association of International Convention Centres) inaugural Future Shapers Programme, an accelerated leadership and talent development programme.