



## Theresa Lim

### *MSc(CPsych), MBA (AGSM) - Associate*

Theresa Lim has been coaching startup founders (both early-stage and scaleups) since 2018, bringing approximately 25 years of corporate, startup, and scaleup experience to help clients find innovative business solutions. She is known for creating safe spaces that enhance clients' self-awareness, help uncover blind spots, and improve overall well-being. Her work allows clients to navigate uncertainty, develop critical thinking, and solve complex, wicked problems.

As the founder and CEO of Play2Lead, a gamified mobile behavior change platform, Theresa led her third software startup after building a diverse career across sales, marketing, product operations, and consulting roles at companies such as Vodafone, Andersen, and ThoughtWorks in Silicon Valley, Sydney, and Singapore. Her experiences have given her a deep understanding of the challenges faced by corporate team leaders and early-stage startup founders, enabling her to lead intergenerational, cross-cultural, and hybrid teams effectively.

Theresa has a Masters in Coaching Psychology at the University of Sydney. She also holds a Bachelor of Commerce and an MBA from the University of New South Wales. Additionally, she is a scholarship holder of the Search Inside Yourself Leadership Institute program, a leading Mindfulness & Emotional Intelligence initiative originally developed at Google. Passionate about workplace well-being, Theresa is especially focused on improving focus, resilience, inclusivity, psychological safety, and compassion within teams. Theresa also offers mentoring to leaders navigating uncertainty in their industry or career, which includes guiding them to leverage their strengths, and upskilling by experimenting with the latest AI tools.

