

IR. TS. JACKY LIM

Professional Engineer, BEM | Professional Technologist, MBOT | Sales General Manager, FA Controls

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PROFESSIONAL SUMMARY

Professional Engineer with over 20 years of experience spanning industrial automation and fluid handling systems, consumer robotics retail, e-commerce marketplace leadership, and industrial robotics with AI-driven manufacturing automation. Proven track record of leading technical teams, delivering multi-million ringgit engineering projects, and deploying production-grade AI systems for Fortune 500 semiconductor manufacturers. Currently Vice Chair of a national AI standards working group, contributing to Malaysia's AI governance framework development.

CORE COMPETENCIES

- Industrial automation and fluid handling systems engineering
- AI and computer vision deployment (production systems: vision inspection, RAG chatbots, autonomous mobile robots)
- Sales leadership and P&L ownership
- AI governance, standards development, and TEVV (Testing, Evaluation, Verification, Validation) frameworks
- Cross-functional team leadership and technical training

PROFESSIONAL EXPERIENCE

Sales General Manager | FA Controls Sdn Bhd

2018 - Present | Malaysia

- Grew the robotics division from approximately 10% to 70% of company revenue.
- Deployed production-grade AI solutions, including YOLO-based computer vision, RAG chatbots, and autonomous mobile robot (AMR) systems, for Fortune 500 semiconductor clients including Infineon Technologies, Texas Instruments, and Sensata Technologies.
- Designed and built an AI-powered sales intelligence platform that automates lead generation by scoring Malaysian manufacturers for product fit using live government industrial data and trade directory sources, then guides the sales team on prioritization.
- Led technical coordination and pre-sales for industrial robotics and semiconductor manufacturing automation projects.

CEO & Co-Founder | Transnational Foods Sdn Bhd

2013 - 2018 | B2B2C e-commerce marketplace

- Co-founded and led a digital seafood marketplace connecting suppliers and buyers.

Co-Founder | Mationz

2011 - 2018 | B2C home consumer robotics retail

- Co-founded a consumer home robotics retail venture, bridging product sourcing, retail operations, and customer-facing sales.

Assistant Manager, Technical Support / Project Manager / Project Engineer | Dynaflo Sdn Bhd

2003 - 2011 | Kuala Lumpur / Shah Alam, Malaysia

- Led Dynaflo's Service Department, managing a 6-person cross-functional team (1 supervisor, 1 assistant supervisor, 4 technicians) across troubleshooting, preventive maintenance, and system assembly for fluid handling systems.
- Managed site implementation of a RM5 million paint circulation system for Proton's medium volume plant, serving 30+ paint colors, achieving material optimization of 5% excess versus 35% on prior projects.
- Delivered paint circulation system projects for Tan Chong and Honda Thailand automotive plants.
- Established service procedures and quality standards; trained technicians in technical competencies and maintenance protocols.

CREDENTIALS & PROFESSIONAL AFFILIATIONS

- Professional Technologist (Ts.), Malaysia Board of Technologists (MBOT) - Registration PT25030091
- Professional Engineer (Ir.), Board of Engineers Malaysia (BEM) - Registration P127212
- Professional AI Engineering Certificate
- Vice Chair, MTSFB Standards Working Group SG4 - leading development of TEVV frameworks for AI systems in Malaysia (2025 - Present)

EDUCATION

- Bachelor of Mechanical Engineering (Honours), 2nd Class Upper | Universiti Putra Malaysia, 2002

This resume covers the highlights. For the full project-by-project story, an interactive chat, and answers to specific questions about my work, visit resu.mationz.com.