



**Joy LIM**  
**Market Team Head, Singapore,**  
**UBS Global Wealth Management**

Joy has over 30 years of Banking Experience and currently manages a team of client advisors focused on servicing High Net Worth Clients, including multi-generational families, professionals, entrepreneurs and corporates.

She joined UBS in 2004 as a Client Advisor and has excelled in the role. She is experienced in portfolio management for steady capital appreciation, succession planning and philanthropy.

Prior to UBS, her previous responsibilities included advising corporate clients on forex hedging, overseeing remittance settlement, managing the Singapore branch of a foreign bank and leading a team of wealth managers.

She believes in building trusting long-term generational relationships.

Joy is fluent in English and Mandarin. She graduated with a Bachelor of Science, majoring in Mathematics from the National University of Singapore, and has a UBS Wealth Management Diploma.