

Seth Lim

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GitHub Portfolio: [sethlim.xyz](https://github.com/sethlimxyz)

SUMMARY

Multidisciplinary AI deployment and GTM operator in Singapore, combining customer discovery, workflow mapping, technical scoping, stakeholder alignment, and hands-on AI system building. Turns messy customer workflows across healthcare, legal, GTM, CRM, and order intake into operational AI systems with source-backed outputs, human-in-the-loop controls, and measurable business outcomes.

PROFESSIONAL EXPERIENCE

Sunder - AI Workflow Studio

2026 - Present

Founder, AI Builder | Singapore

- Built an LLM second brain and agentic coworker for a seed-stage startup, extending prior JavaScript and React foundations into RAG, agent orchestration, and tool integrations across WhatsApp, Notion, Drive, Slack, CRM, transcripts, pricing, and SOPs.
- Built Sunder workspace for personal-injury law firms, developing fluency in legal document workflows, extraction schemas, citation design, and human review patterns to convert messy claim files into reviewable case dossiers.
- Built Neobot for real estate agents, applying agent runtime patterns across durable threads, browser automation, Telegram workflows, approvals, evaluator traces, and recurring automations to create an AI CRM for follow-up and meeting prep.
- Built an OpenClaw-based order intake system for food manufacturers, learning food-distribution operations, SKU matching, customer-history lookup, and exception routing to convert WhatsApp/WeChat orders into human review queues and ERP-ready exports.

Sample Healthcare - Backed by Y Combinator

2025

Forward Deployed Strategist, Healthcare AI Workflows | San Francisco

- Mapped patient-intake and prior-authorization workflows with healthcare enterprises, including an approval workflow that compressed manual review from ~14 staff to ~3 while increasing throughput.
- Used an internal low-code workflow builder to design node-based process flows, conditional branching, evidence fields, missing-input detection, exception routing, reviewer handoffs, and auditability.
- Built forward-deployed deployment judgment: stay close to customer operators, find the real bottleneck, build the working wedge, and identify workflow primitives that should generalize into product.

Salescraft - GTM Engineering Agency

2024

Founder | Singapore, San Francisco, Australia

- Built AI GTM systems for 8 tech startups using Clay, Make/n8n, GPT, agents, and APIs; generated USD 1M+ client pipeline and USD 200K revenue in 12 months.
- Translated founder ICP hypotheses into workflows for TAM scraping, account enrichment, fit scoring, personalized outbound, CRM hygiene, seller handoffs, and campaign iteration.
- Built on prior JavaScript and React coursework to debug failed Clay transforms and API issues, normalize messy enrichment data, inspect automation logic, and turn recurring edge cases into reusable GTM workflow rules.

Airwallex - Series F Startup

2023 - 2024

GTM Lead | Singapore

- Joined as the second outbound hire for Airwallex's Singapore market expansion, defining ICP, testing messaging, building outbound pipeline, and competing against 20+ incumbent fintech providers.
- Achieved 200%+ quota attainment and closed 22 new logos with average annual deal sizes of USD 40K-60K by selling financial-operations workflows across FX, transfers, cards, spend, and payments.
- Mentored 2 junior SDRs to roughly 150% average target attainment while coordinating account research, qualification, handoffs, follow-up cadence, and CRM hygiene across the AE/SDR motion.

Boxo - Seed to Series A Startup

2021 - 2023

Head of Business Development, Founding Enterprise Sales Lead | Singapore, APAC

- Contributed to Boxo's seed-to-Series A fundraising by creating the enterprise traction story: USD 0 to USD 450K ARR across 3 fintech clients and referenceable platform proof for later customers and investors.
- Led enterprise sales cycles across RFPs, legal/commercial negotiation, technical scoping with the CTO, and risk removal around integration feasibility, user journeys, auth/payment flows, support, and vendor maturity.
- Closed 9 super-app partnerships with 500M+ aggregate user reach, translating miniapp infrastructure into buyer-specific commercial, product, and ecosystem-distribution narratives.

EDUCATION

BA Law, First Class Honours - University of Cambridge, Wolfson College

2017 - 2020

Top 10% cohort. Machine-learning sentencing dissertation awarded First Class (75%); Jennings Prize; Cambridge Commonwealth, European and International Trust Scholarship.

Modern JavaScript Web Development - Full Stack Open, University of Helsinki

2022

Completed practical coursework in React single-page apps, REST APIs with Node.js, testing, TypeScript, and modern web application patterns.

SKILLS

AI Deployment: AI agents, RAG, workflow automation, human-in-the-loop review, audit trails, source-backed outputs, evals and review queues.

Technical: JavaScript, TypeScript, React, Python, Supabase, APIs, Git, Vercel, Langfuse, Clay, Make, n8n, Cursor.

GTM and Commercial: enterprise sales, customer discovery, stakeholder management, APAC market entry, RFPs, partnerships, CRM hygiene.

Agent Strategy: agent development lifecycle, conversational AI, customer workflows, product/engineering partnership, launch quality, business outcomes.