

Plaza Premium Group appoints Becky Lim as Chief Sales Officer



Becky Lim, Chief Sales Officer, PPG

Plaza Premium Group ([PPG](#)) has announced the promotion of Becky Lim to Chief Sales Officer.

During her six-year tenure as Managing Director, Commercial, Lim successfully built and sustained a diverse global client portfolio, established robust commercial frameworks, and drove consistent revenue growth across the organization. With more than 20 years of international experience in payments, loyalty and airport hospitality, she brings a strong track record of strategic leadership and commercial excellence to her new role. Lim will report directly to Jonathan Song, Chief Commercial

Officer.

As Chief Sales Officer, Lim will lead Plaza Premium Group's global sales organization with a broadened remit, guiding both local and regional teams. Her priorities will include driving growth in new direct accounts and revenues, refining sales strategies and targets across key segments and markets using robust data insights, deploying Smart Traveller company-wide and accelerating sales for all new business openings.

Lim will also oversee product development and bundling, manage pricing and approval processes, and strengthen cross-functional collaboration with departments such as marketing, operations, IT, projects, finance, loyalty, brand & transformation and business development. She will assume expanded responsibility for sales in Airport Meet & Greet services, in addition to Airport Lounge Operations.

Commenting on the appointment, Jonathan Song, Chief Commercial Officer of Plaza Premium Group, said, "Becky has consistently embodied the values and vision of Plaza Premium Group. Her strategic insight and commercial expertise have been instrumental to the company's growth. We are confident that under her leadership as Chief Sales Officer, our global sales organization will continue to reach new heights and deliver greater value for our partners and guests."

Prior to joining Plaza Premium Group, Lim held senior leadership roles at DragonPass Asia Pacific, Visa Inc., Visa Europe, American Express International and DBS Bank, with experience spanning the U.S., U.K., Singapore and other key global markets. She holds a BA in Marketing with High Honors from Michigan State University and is fluent in English, Mandarin and Cantonese.