

Jules Yim, Consultant



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Prior to joining Cognitive Edge as a Consultant, Jules worked in wealth management, automotive tuning, and e-commerce, in roles that provided experience both diverse and challenging.

Wealth management imparted the skills of financial planning and investment management, whilst a foray into tuning luxury European cars provided exposure to the thrilling world of pretty speed monsters.

As an e-commerce techie, Jules project-managed the launch of a Visa-branded online shopping portal in Hong Kong, mainland China, Taiwan and Singapore, and maintained solid relationships with the company's partner banks, credit card companies and top customers.

When not attempting to get her bass-playing skills up to par, Jules plays basketball and walks all over Singapore in a bid to keep her abs from morphing into a single mass. She also loves puppies and kitties, and volunteers regularly at an abandoned-animals shelter.

Jules was homeschooled from ages 11 - 18, took her SATs and after a 5-year hiatus from studies, is currently reading English Language and Literature at UniSIM, Singapore.