



## SIENNE LIM

**Judge**  
DISC Type : Dc

**Marketing Campaign Manager at Trip.com**  
Metro Manila, National Capital Region, Philippines

### Overview

Sienna Lim is a Marketing and Brand Professional, currently serving as a Marketing Campaign Manager at Trip. com. With a background spanning the retail, logistics, and airline industries, she possesses a deep expertise in campaign strategy and digital marketing. She is a graduate of the University of Santo Tomas.

Sienna is actively involved in her alumni community, holding the position of President at the University of Santo Tomas Commerce Alumni Foundation (SCVASI). This leadership role highlights her dedication to fostering professional networks and giving back to her alma mater.

Her diverse experience includes managing marketing for international airline routes and corporate B2B units in the logistics sector.

### 👉 Personality Overview

**Demanding**      **Fast But Wary**      **Generally Skeptic**

They respond better to strong and respectful interactions. They are not always relationship oriented. They like to move fast and expect the same from others.

### 👉 Topics They Care About

- Campaign Strategy**  
Her entire career, from airlines to her current role at Trip. com, has centered on developing and managing impactful marketing campaigns.
- Brand Development**  
Identifies as a "Marketing and Brand Professional" with skills in brand management, brand awareness, and brand development listed across multiple roles.
- Alumni Engagement**  
She serves as the President of the UST Commerce Alumni Foundation (SCVASI), demonstrating a strong commitment to her university community.

### Team Building

Actively uses her professional network to recruit talent, recently posting multiple times about hiring for the Trip. com team in the Philippines.

### Travel & Tourism

[Predicted] Her recent career focus at both Philippines AirAsia and Trip. com suggests a professional passion for the travel industry's marketing dynamics.



## Media Appearances

Sienna has no verified media appearances

## Work History

- 8-2023  
Marketing Campaign Manager at Trip.com
- 5-2022 - 8-2023  
Asst. Commercial Route Marketing Manager - International Routes at Philippines AirAsia, Inc.
- 12-2016 - 9-2020  
Marketing Manager at 2GO Group, Inc.
- 4-2016 - 9-2016  
Sales and Marketing Manager at Printcafe Print & Paper Co.
- 1-2016 - 4-2016  
Sales Manager at MPH Customs Brokerage

## Education

- 2011 - 2015  
Bachelor of Science - BS from University of Santo Tomas

## More Information

### Social Presence :



### Prographics :

Exp : **8** Location : **Metro Manila, National Capital Region, Philippines** Job Level : **Middle**

Designation : **Marketing Campaign Manager at Trip.com**

# Insights For Selling To Sienne

## 👉 During A Call Or A Meeting

### DO's

- Objectively showcase the impact that your product creates
- Hold your ground without indulging in one-upmanship
- When negotiating terms, help them build an impression that they are the ones calling the shots

### DONT's

- Don't try too hard to forge relationships with them
- Don't focus on process and rules, give the impression of being a 'gets it done' person
- Do not hesitate from asking counter questions, just avoid challenging their authority

## 👉 When Cold Calling

### Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

Greeting: Sienna, this is [user\_fname] at [user\_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

Subject: To the point, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

Salutation: No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

Greeting: No

*Example: Skip usual lines like 'I hope you are doing well'*

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

Complimentary Close: None or standard

*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Sienne is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Sienne

- *If they are not convinced, they will say no without any hesitation.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Sienne Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Sienne Take Some Risk Or Not?

- *They don't mind risks but can be quite binary about them.*

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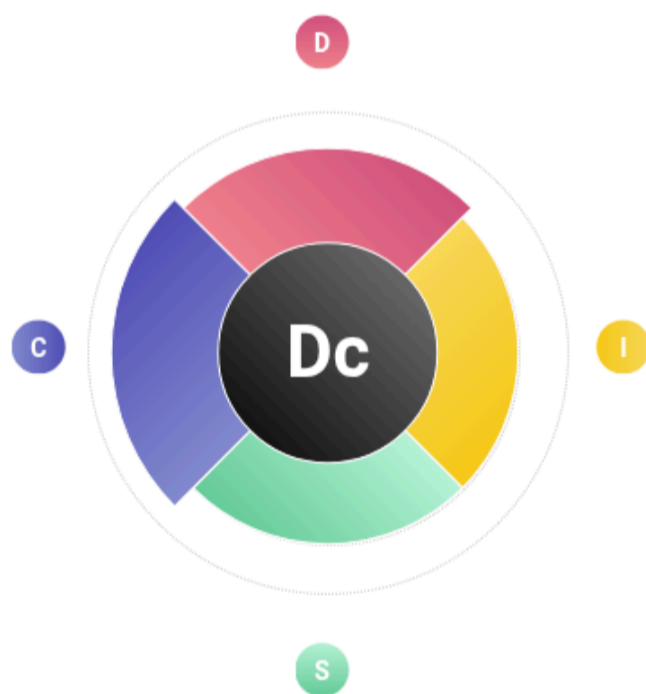
## You And Sienne

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Sienne's Key Traits



### **DOMINANCE**

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

### **CALCULATIVENESS**

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.