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Simone Sim is the Head of Family Office Concierge Service for SMTP Consult Pte Ltd. Simone's career has spanned across two major global financial centers, New York and Singapore. Prior to her current role, she was a management consultant at PricewaterhouseCoopers New York where she serviced clients in the financial services sector.

Simone has a rich international background, having spent time in several countries, including Singapore, China, the United Kingdom, and the United States. She attended international schools throughout her formative years, which gave her a unique perspective and a global mindset. She is a graduate of New York University's Leonard N. Stern School of Business, where she received a Bachelor of Science in Business. She is effectively bilingual in English and Chinese.