

LIONEL LAM SONG POH

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ABSTRACT

An experienced and outcomes-driven project management and business analysis professional with 15 years of experience in the information technology sector, with a proven track record of delivering mission-critical projects in Singapore and throughout the region.

He is a highly meticulous and detail-oriented individual, with a keen eye for the quality implementation of information technology solutions.

EXPERIENCE

Project Manager / Agile Practitioner

Ufinity Pte. Ltd., Singapore

December 2024 - Present Day

Project: SG Culture Pass, Government Technology Agency

- Currently collaborating within a high-performing team (as an agile practitioner and business analyst) to develop and deliver SG Culture Pass, a key national initiative.
- Bridged strategic gaps between product vision and execution by redesigning the WBS, developing a story map, and introducing modular Gherkin-based user stories; enabled faster backlog refinement, improved scope clarity, and successful beta delivery.
- Rebuilt the project schedule to realign delivery with regulatory and compliance requirements, integrating sprint cadence, VAPT, and threat modelling tracks; increased stakeholder visibility and enabled more decisive cross-functional prioritization.
- Preemptively mitigated security risk by initiating an early scan with our in-house cybersecurity team before the formal VAPT; uncovered critical issues early, reduced downstream remediation, and contributed to a clean assessment outcome with minimal delivery impact.
- Maintained sprint momentum during final delivery phase by curating the backlog, shielding developers from overload, and resolving cross-functional blockers; improved sprint planning outcomes and sustained team focus under tight timelines.

August 2023 - December 2024

Project: GatherSG (ServiceConnect), Government Technology Agency

- Oversaw planning and delivery of features and enhancements for ServiceConnect, which powers all ServiceSG Centres throughout Singapore.
- Planned, managed, and coordinated the smooth cutover for the two new ServiceSG Centres of Bukit Merah and Woodlands.
- Actively engaged with stakeholders from Public Service Division (PSD), Housing Development Board (HDB) and BookingSG (BSG) for operation and implementation matters.

CERTIFICATIONS

Project Management

Project Management Institute

- PMP
 - Credential ID: [2807795](#)
- PMI-ACP
 - Credential ID: [4043132](#)

Business Analysis

International Institute of Business Analysis

- IIBA-AAC
 - Credential ID: [86683256](#)

Agile Scrum

Scrum.org

- Professional Scrum Master I
 - Credential ID: [597874](#)
- Professional Scrum Product Owner I
 - Credential ID: [603850](#)

Cloud Technologies

Microsoft

- Azure Fundamentals
 - Credential ID: [F34970A9C4DDDC9C](#)

Information Security

ISC2

- CC - Certified in Cybersecurity
 - Credential ID: [1881254](#)

CompTIA

- Security+
 - Credential ID: [RZFCVTBRP24QQL98](#)

Google

- Google Cybersecurity
 - Credential ID: [RPOCHLB6IH9J](#)

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December 2022 - June 2023

Project: GoWhere, Government Technology Agency

- Managed and oversaw implementation and delivery of Bloobox GoWhere and HealthierSG GoWhere.
- Actively engaged with stakeholders from the various agencies and ministries (i.e., National Environment Agency, Ministry of Health, People's Association) for operation and implementation matters.
- Oversaw Agile ceremonies, including daily scrum, sprint planning, retrospective, and other activities. Collaborated with the team to resolve work impediments, ensuring smooth progress and continuous improvement.

Consulting Manager

Toppan Ecquaria Pte. Ltd., Singapore

Jun 2021 - Sept 2022

Project: IPOS Digital Hub, Intellectual Property Office of Singapore

- Project Manager who led planning, design, and scheduling activities for the implementation of IPOS Digital Hub, for the Intellectual Property Office of Singapore (IPOS).
- Led a team of 56, comprising solution architects, software engineers, and business analysts, to achieve the project objectives.
- Proactively participated in risk mitigation and schedule review activities by actively engaging with the project team members and the various project stakeholders to ensure that the various project activities were completed within schedule.
- Oversaw the successful commissioning of IPOS Digital Hub in June 2022.

Feb 2020 - May 2021

Project: GPC Migration for State Courts, Singapore Judiciary

- Project Manager who led planning, design, and scheduling activities for the migration project for the Integrated Court Management System (ICMS) of State Courts from the Government Data Center (GDC) to the Government Private Cloud (GPC).
- Project activities were closely monitored to ensure timely completion, with proactive risk identification and mitigation.
- Led a team of 10 and managed stakeholders to deliver the project on schedule despite tight constraints. Carefully managed high-risk activities with proper contingencies to minimize schedule impact.
- Managed and oversaw a seamless transition from the old to the new system, while minimizing disruptions to court hearings.

Senior Software Engineer

Accenture SG Services Pte. Ltd., Singapore

Sept 2019 - Jan 2020

Project: Central Case Management System / OneService@SG

- Managed implementation of change requests for the Central Case Management Portal (CCMP) project, which is the primary underlying application component of the OneService@SG website and OneService@SG mobile app.
- Collaborated with stakeholders and developers to gather requirements, analyze them, and plan implementation and testing.

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EDUCATION

Universiti Teknologi Malaysia

2006 - 2009

Bachelor of Computer Science

SKILLS

Project Management

- Project Planning/Scheduling
- Critical Chain Project Management
- Agile and Hybrid Methodologies
- Stakeholder Management
- Meetings Management and Facilitation
- Contract & Vendor Management
- Negotiation
- Mentoring and Coaching
- Earned Value Management

Business Analysis

- Requirements Management and Elicitation
- Story Mapping
- Data Analysis
- Business Process Modelling

Productivity Tools

- Microsoft Power BI
- Microsoft Project
- Microsoft Office
- Atlassian Jira & Confluence

Programming & Scripting Languages

- Python
- SQL

Information Security

- ISO 27001 / ISMS
- Kali Linux
- Nmap

Languages

- English (Professional Competency)
- Malay (Professional Competency)

Senior Business Analyst / Project Manager

Equaria Technologies Pte. Ltd., Singapore

Mar 2016 - Sept 2019

Project: Weather Information Website for Meteorological Service
Singapore, National Environment Agency

- While serving in capacity as Project Lead, oversaw and ensured the completion of key deliverables for Phase 2 of the project, which allowed for the project to transition into the commissioning phase.
- Was promoted to Project Manager of this project in Sep 2016, and led a team of engineers while working closely with external vendors/partners to optimize the application and hardware (IPS - Intrusion Prevention System). Despite overwhelming odds, the project eventually passed the stringent required performance criteria.
- Managed the support and maintenance of the Weather Information Website (WIW) of Meteorological Service Singapore (MSS). This involved gathering and analyzing requirements, designing, and implementing major application module upgrades to meet the evolving needs of MSS and its partners.
- Ensured the website's 24/7 availability, as it was a mission-critical system with stringent performance requirements, providing crucial weather data to the public and organizations like Changi Airport ATC (Air Traffic Control) and the military.

Project Manager / Manager of Marketing Tech

TO THE NEW Digital, Singapore

Aug 2013 - Dec 2015

Projects: Various Social Media, Web Application and Electronic Direct Mailer Projects

- Oversaw and managed maintenance and upgrades of the LG Singapore website as well as requirements gathering, design, and implementation of various marketing campaigns involving the use of Electronic Direct Mailers (EDMs) for LG Electronics (S) Pte. Ltd.
- Led the formalization of project workflows and processes for LG website maintenance and EDM accounts. This involved creating reusable templates to reduce planning, design, and production costs and time by fifty percent, while promoting agile delivery. The customer engagement process was also tailored to support the new workflows.
- Collaborated closely with counterparts at CNBC in Singapore and key stakeholders from the Indonesia Tourism Board to spearhead a marketing campaign that comprised a suite of deliverables (i.e. microsite, design, and creation of digital assets) for their tourism promotion initiatives.
- Managed regional project teams responsible for delivering web and social media projects for prominent clients in Singapore and Malaysia, including LG, NTUC Income, NTUC e2i, CNBC, Texas Chicken, and Dentsu.

MEMBERSHIPS

- Project Management Institute
- ISC2
- Singapore Computer Society

VOLUNTEER WORK

PMI Singapore Chapter

- Co-lead, Academic Outreach Program
- Guest Speaker at Singapore Management University (PMI Meet & Greet Session)

Ufinity Information Security

- ISMS Policy Documentation
- InfoSec Newsletter Program

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Web Developer

3M Singapore Pte. Ltd., Singapore

May 2013 - Aug 2013

Project: Website/Portal Maintenance for 3M Singapore

- Maintenance of the 3M Singapore website.
- Updates to the product line - supporting the various product owners and business units.

Software Engineer

SAINS (Sarawak Information Systems) Sdn. Bhd., Malaysia

Oct 2009 - Jan 2013

Projects: Housing Information System (for the State Housing Development Corporation), State Integrated Financial, Budget and Accounting System (SIFBAS)

- Integration and implementation of the Digital Persona OneTouch fingerprint reader into the existing user management module of the State Integrated Financial, Budget, and Accounting System (SIFBAS).
- Development, maintenance, and enhancements of modules for the Housing Information System, for the State Housing Development Corporation.
- Development, integration, and maintenance of report modules for the State Awards Management System as well as enhancements on an ongoing basis, based on user feedback and recommendations.
- Development of a sub-module for the e-SKM system. The e-SKM system is designed to automate the management of office terms for various locally elected ethnic group representatives and leaders in culturally diverse Malaysia.

OTHER INFO

Nationality

Malaysian (Singapore PR)

References

Available Upon Request