

Principal Trainer



Bernard Lim H S

Bernard Lim CFP® CSFE® AFCouns® is Chief Executive of Wealth College (division of Wealth Hub Pte Ltd). With about 30 years of experience in the financial services industry, he has extensive experience in training and coaching practitioners in counselling and financial planning all over the world. To date, more than 10,000 practitioners have been trained through his highly practical and engaging sessions.

He has designed and delivered highly-rated courses ranging from broad-based financial education and counselling to specialized subjects like estate planning. His L.i.F.E. - Living in Financial Excellence® Program have received rave reviews from attendees around the world including the well-respected Personal Finance Employee Education Foundation (US). His financial counselling programs have been extremely well-received by the civil service while his Estate & Legacy planning training has reached financial service professionals through banks, insurers and independent financial advisers consistently achieving more than 90% rating in attendees' feedback.

Bernard is also in constant demand for speaking engagements through private and public organisations and professional bodies around the world - from Brunei, Malaysia, Jakarta, Taipei, Dubai to Vancouver. He is an adjunct trainer of the Singapore Management University's Financial Training Institute and a certified transformational life coach. He has also been interviewed on the Business Times, the Straits Times, CNA938 Live and Channel 5's CommonCents. He is a member of the Association for Financial Counselling & Planning Education (US) and the founder of the FinCARE® (Financial Counselling, Aid & Resilience Education) - a community services initiative of the financial services industry. In 2019, FinCARE® was incorporated as a social enterprise - Fincare Global Pte Ltd is a member of Singapore Centre for Social Enterprise (raiSE).