



**Maddy Lim Kah Hoe**

## Resume

### **Founder of KpopX Fitness/ Director of Dan-Z Fitness Pte. Ltd**

Dan-Z Fitness Pte. Ltd is set up by Maddy Lim in June 2013 to promote a new program KpopX Fitness and to certify KpopX Fitness Instructors. Since then KpopX Fitness program has become widespread and is endorsed by major local government agencies.

Maddy Lim holds a Bachelor of Science (Psychology) from the University of Southern Queensland and has won a gold medal and Dean's Commendation for Outstanding Achievement as well as a Faculty Prize. From 1999-2007, she worked as a Pre-Hospital Paramedic, a Mentor, a trainer & a curriculum developer and she is familiar with common ailments, emergencies medical care and equipped with good anatomical knowledge.

**This unique background gives her a powerful edge of Psychology acumen, business contacts, anatomical knowledge and sports excellence to make her dance fitness program the success it is today.**

Local Government Agencies that have adopted KpopX Fitness as one of the official dance fitness Workouts.

- **People's Association** – A government establishment that runs 160 Community Centers island wide.
- **Sports Singapore** –Government institute that runs Sport Centers at significant sports events like Sea games.
- **Health Promotion Board, Singapore** –A Government institute that promotes Healthy Lifestyle to Singaporeans.

Many local companies, schools & even hospitals have also engaged KpopX Fitness Trainers in a for their corporate workout, events, resulting in a strong demand for trainers. **KpopX Fitness clients are listed as follows:**

- Corporate companies like Great Eastern, Keppel, ExxonMobil, Pfizer, NTUC Workforce etc.
- Community Services e.g. Fei Yue
- Hospitals
- Primary Schools,
- Secondary Schools
- Tertiary Schools, Poly and Junior College
- Universities like NTU, NUS, SIM

- Army, SCDF, Police
- Ministry of Family and Social Development
- Private Dance studios
- Health & Fitness Service Providers e.g. FHI, ST Health
- Private Condo residents/committee
- Nursing Homes
- Fitness and health Spas
- Hotels e.g. Park Royal has a kpopX fitness class for their customers
- Shopping Malls Workout or event
- Charity organization e.g. Nursing Foundation hires KpopX trainers for their events
- Magazine & Press Events
- Event Companies
- Bigger Chain of International gyms - True Fitness, Anytime Fitness

### **Achievements:**

- **KpopX Fitness Anniversary 2017** – One of the largest fitness event in Singapore collaborated with Singapore Sports hub has a turnout of more than one thousand people attending.
- **KpopX Fitness Anniversary 2016** – attended by 500 people.
- In 2015, number of KpopX Fitness Classes expanded to more than 100 in both People Associations & Sports Singapore and resulting in an increase demand in KpopX Fitness instructors.
- By the end of 2015, a revenue of half a million dollars is made with 70% -80% invested back into trainers' trainings, welfares and salaries.
- In 2015 – KpopX Fitness was given the title of “Best dance fitness program 2015 side by side with Zumba”. By Shape Magazine Singapore.
- In 2015 – Maddy Lim won the Best P.A Trainer Silver Award 2015 Awarded by People Association, Singapore.
- The first outdoor Mass workout KpopX Fitness, Keep Fit Singapore on 16 March 2015 Singapore sold more than 1000 tickets. (YouTube link: v=cctSUK2A1U8) & more videos can be found at kpopxfitness.com

## **International KpopX Fitness**

- In 2014 to 2018 Founder Maddy Lim has travelled to countries to present KpopX Fitness;
  - Project Mayhem, Ribby, Preston United Kingdom - Maddy instructors
  - International Fitness Showcase – Blackpool, United Kingdom- Maddy & and KpopX instructors
  - SCOREFIT 2015 /2016/2017 (Malaysia) –Presented by Maddy & instructors
  - International Fitness & Health EXPO (GOIFEX) 2016 Indonesia – Maddy & instructors
  
  - Sports & Fitness Asia 2015 (Singapore)- Maddy & instructo
  - Asian Fitness Conference 2015 (Bangkok)- by KpopX instructors
  - International Fitness & Health EXPO (GOIFEX) 2016 Indonesia- Maddy & instructors

## Education & Background

Nov 2005 – September 2010

Bachelor of Science, (Psychology) with Distinction, University of Southern Queensland.

17 March – 8 May 2003

Advanced Life Support Level I program, Justice Institute of British Columbia, Canada

- Paramedic level 4 in Canada, achieved in Prehospital Care, Singapore

- Cardio Arrests Resuscitation from Trauma & Medical Emergencies (Respiratory & Cardio)

- Operating of Manual Defibrillator & administration of drugs/care

May 1999 – Feb 2001

Paramedic Competency, Singapore Military Medicine & Singapore Civil Defense Force

- Handling Emergencies - Trauma & medical Resuscitations

- Special Population – Elderly care

- Midwives delivery course and attachment

March 2007 – Dec 2009

Curriculum Developer Certification - Advanced Certificate in Training and Assessment (ACTA) CU1 to CU6 Completed.

### Sports & Fitness Achievements

Maddy Lim is a Sports Fanatics and have won at least 8 Sportswoman Award of the Year with the most recent ones from Singapore Civil Defense Force Year 2003 to 2005. She actively participates in sports, track and field and a frequent goer to gym workouts and aerobics classes. After she left medical field, she started teaching Aerobics, Kickboxing and Zumba as a part-time hobby and gotten Clients 'choice Award 2012 at Fitness and Health International Pte. Ltd. In 2012, she came out with the idea of combing simplifying K-Pop dance with Aerobics exercises and KpopX Fitness is created the following year.

May 2010

Personal Trainer Certification FISAF Singapore  
FISAF Singapore

April 2010

Certificate in Aerobic and Group Exercise Instructor  
FISAF Singapore

June 2016

Active Zin Member – Zumba B1 Certification

14 June 2015

Piloxing Basics Certification Course.

### Achievements in Sports, Track and Field

- Clients 'choice Award 2012 at Fitness and Health International Pte. Ltd
- HUSRA Biathlon, 1<sup>st</sup> Runner up
- Hong Kong, Cross Country Run World Firefighters' Game Feb 2006 (1<sup>st</sup> Runner Up in Cross Country 10km Race)
- SAFRA Shears Bridge Run and Army half Marathon Sep 2005
- SCDF Sportswoman of the Year 2002, 2003, 2004, 2005