



2025 Page Annual Conference



Ai-Li Lim
Chief People Officer,
SimpliSafe

Ai-Li Lim is the Chief People Officer at SimpliSafe, where she leads global human resources strategy, driving a people-first culture that aligns with the company's rapid growth and innovative mindset. Since joining in 2020, Ai-Li has been instrumental in shaping SimpliSafe's talent strategy, focusing on fostering an inclusive, high-performing organization that thrives on collaboration and customer-centered values.

Ai-Li brings over 20 years of experience in human resources leadership across diverse industries. Before SimpliSafe, she served as Senior Vice President of Global Human Resources at Continuum, where she spearheaded HR initiatives during significant organizational change. She has also held senior roles at The Boston Beer Company, Vistaprint, Fidelity Investments, and Monitor Group, where she developed deep expertise in leadership development, talent management, and organizational effectiveness.

Ai-Li holds an MBA with Distinction from Northwestern University's Kellogg School of Management and a degree in Political Psychology from Williams College.