



Sonny P. Lim

College Admissions Counselor

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An active listener by nature, Sonny enjoys interacting with students of all ages and aspirations, and guiding each on an individualistic pathway to college. He is a results-driven professional counselling families and teenagers to successfully align ambitions and credentials to programs and colleges, and to navigate application processes which appear increasingly complex and competitive, yet reveal a logic and “match” when better understood.

Parents in the U.S. and overseas have entrusted Sonny to advise their high-schoolers to pursue AP, IB, A Levels, ACT or SAT credentials, and to sharpen their applications and essays for selective institutions in the United States. He has been privileged to guide and support students to successfully enroll in national institutions, including Dartmouth, Cornell, UT Austin, Washington St. Louis, UC-San Diego, Brandeis, Wellesley, Bryn Mawr and Rice University. Recently, he has organized and delivered complimentary webinars to help families understand how Covid-19 will change admissions policies and practices for Fall 2020 applications.

With sixteen years of experience in academic administration, he has served as Special Assistant to the President of Rice University and as Executive Director for the College Board (the non-profit sponsor of the AP, PSAT and SAT). He has also served as an Advisory Board Member for the IB, and helped to launch Yale-NUS College in Singapore.

As an undergraduate, Sonny received professional training in student counseling, volunteered as an academic tutor to underprivileged students, and was inducted into the Phi Beta Kappa Academic Society. He has received two fellowships from the US Dept of Education, and earned his Juris Doctorate from UCLA. He is based in Houston with his better-half and three children.