**ALLEN K. PHAPORNCHAI**

15015 La Donna Way • Hacienda Heights, CA 91745

626-764-5693

[abmoggy@gmail.com](mailto:abmoggy@gmail.com)

**Professional Summary**

* Seasoned professional with over 20 years of experience across a variety of projects in the telecom service and retail industries.
* Passionate leader with ability to drive high-level management decisions and build high value to the global organization.
* Proven leader who easily collaborates across the organization to identify and execute concepts to streamline operations and increase the bottom line.

**Summary of Qualifications**

A disciplined, fast learner who has proven track record working in complex IT and business implementations.  Able to effectively meet and discuss with both business owners and managers to gather requirements and translate into scheduled tasks for developers.  A business professional who has delivered value-adding 1 million THB in new sales in less than two months.  Create project plans for new product development.  Build a data warehouse to store data for analysis. Create ETL scripts and analytics dashboards for end-users.    Able to build small and medium-sized IT networks as well as VOIP systems.  Adept at design, install and configure ERP systems such as Oracle /Siebel CRM, Odoo, Tiger CRM.  Install AWS instances, Microsoft Azure environment.  Remote administration of Microsoft Servers. Able to connect to remote systems using SSH.  Able to install Tableau software, generate Tableau reports.  Install Microsoft Power BI and generate reports.  Familiar with Amazon AWS Cloud technologies.  Expert in SketchUp 3D modeling software.   Intermediate skill using SQL for creating databases, querying, creating stored procedures.  Able to install and manage Linux OS (Debian, Ubuntu, Mint) desktop and servers and using Linux/Unix command and shell scripts.  Basic knowledge in PHP programming.  Installing Apache web server, MySQL databases.

**Professional Experience**

**Addon Square Co., Ltd.** March, 2011 to March, 2020

Managing Director & Business Owner

Bangkok, Thailand

* Founded Addon Square Co., Ltd., a leading company that specializes in storage solutions for the Thailand market.
* Led and oversaw the business development, custom-design, manufacturing, operations, financial, legal, import/export and other functions of this start-up venture.
* Created the business plan and marketing campaign to penetrate the Thai market as the official distributor for leading storage products manufacturers such as Lifetime Products, the world leader in blow-mold storage sheds and the world's largest producer of outdoor tables and chairs.
* Partnered with Daiken Japan, the 3rd largest metal product manufacturer in Japan. Developed custom, high-end solutions for customers such as sheet metal storage sheds, storage building, metal carports, and boat ports.

**Anunda Technology Company Limited**  September, 2010 to April, 2011

Sales Director

Bangkok, Thailand

* Successfully negotiated a tri-party deal to develop the next generation product for Anunda Tech, the super-femtocell (a small, mini base station with real-time processing to receive 4G cell phone signals).
* Led and developed the master project plan and be the interface between software development (CCPU, United States); chip vendor (Octasic, Canada), and Anunda Tech R&D/Engineering.
* Demonstrated product features and functions to prospective clients globally.
* Compliance lead for navigating NDA clearance with non-fab software vendors, chip vendors, and legal counsel.
* Traveled globally and negotiated contracts for new ICS Repeaters for the customer in the Maldives (Wataniya).
* Responsible for new product introduction strategy for products such as the FSR, and base station to the Thai domestic customers (DTAC, TRUE Move, AIS, and TOT).

**Principal Independent IT Consultancy** February, 2009 to June, 2010

(Self Employed)

Bangkok, Thailand

* Led and directed an IT Consultancy managing a team of three contract developers delivering custom IT solutions to client customers throughout Thailand.
* Principal business development strategist to identify opportunities across Thailand.
* Developed the digital marketing strategy for a new digital media business unit for a large (THB300M Year) advertising agency. As a result of the digital ads, within 90 days, the client landed two major accounts worth more than THB1M.
* Orchestrated project plan with custom KPIs for the new business unit to successfully transition from paper/print media to digital media. Led the team to identify and oversee outsourced production work
* Designed, developed, and implemented CRM and Business Intelligence solutions.
* Provided executive coaching on digital media solutions and trends across Asia and how best to leverage new digital technology to accelerate business growth.
* Regulatory and Compliance advisor for OEM manufacturers to navigate global governmental agencies’ constraints for data traceability.
* Designed, developed and implemented ID/2D barcode solution with data collecting stations for inventory queries and data traceability and certificate of assessment data.
* Responsible for IT/telecommunication infrastructure architecture and implementation for telecom sales firm in Thailand.

**DBest Holdings** August, 2006 to February, 2009

COO/ VP Business Development

Bangkok, Thailand

* Led operations for this top travel-related ticket services company in Thailand with revenues of THB3B annually.
* Orchestrated a new business venture with ACPRail International to sell global rail pass in Thailand.
* Developed and implemented new business solutions for US adventure travel packages
* Partnered with Thai Air Asia to sell discount airline tickets in addition to other related travel ticketing services.
* Led enterprise core technology projects such as systems upgrades, new ticketing invoice system (custom-developed in-house), new accounting system (custom-developed in-house), new CRM solution (Open Bravo), new HRIS system (Tiger Soft) and new voice communication system (3CX and Asterisk VOIP).
* Managed acquired assets of Worldspan (Thailand), a CRS/GDS Airline Ticketing Reservation System with over sixty active customers. Led the project and inherited teams from this organization.

**Oracle Corporation (Thailand) Co., Ltd.**  November, 2005 to August, 2006

Technical Account Manager

Bangkok, Thailand

* Led Oracle CRM implementation for the largest telecom mobile operator in Southeast Asia (AIS).
* Project liaison between Oracle CRM and AIS to monitor, escalate and resolve any technical issues interfacing with Technical Oracle teams and client customers.
* Conducted weekly executive briefings as to the progress of the project
* Provided domain expertise in leveraging the data resources to optimize and build enhanced revenue streams.
* Responsible for translating VOC to technical teams and delivering value-added products to the discriminating “platinum” client customer base.

**BT-Infonet Corporation** March, 2003-September, 2005

Application Developer/Infrastructure Architect

El Segundo, California

* Managed the Siebel Analytics upgrade project from version 7.5.2 to 7.5.3 and from 7.5.3 to 7.7.14.
* Primary technical liaison to client customers gathering and analyzing project requirements and assigning work to the developer in accordance to the business goals.
* Translate Voice of the Customer to the business to leverage technology and optimize deliverables.
* Manage the Analytics Administrative group, with provisioning oversight to add, and remove users and restrict user privileges in the Siebel Analytics environment.
* Led the development and maintenance of the Analytics upgrade project plan.
* Responsible for designing, configuring, and implementing the four Siebel Analytics environments, including Informatica Repository and ETL Servers.
* Assisted the developer in creating custom ETL scripts using Informatica Power Center 6.1. Administer the Informatica Power Center Repository Server and ETL Server (UNIX). Manage full ETL data loads and nightly incremental ETL refresh of the data warehouse.
* Managed Analytics catalog and security privileges for over forty Analytics users. Analyzed Infonet’s business processes to aid users in creating Analytics requests and Dashboards.
* Conducted instructor-led training for Analytics Power User Training Courses.
* Chaired a weekly Analytics Power User Discussion meeting.

**BT-Infonet Corporation** June, 2001-March, 2003

Siebel (CRM) Application Developer/Infrastructure

El Segundo, California

* Project Leader in designing, configuring, and implementing the five Siebel eCommunications environments.
* Technical Liaison between the developer and operations in the application development and migration process.
* Point person for Siebel infrastructure-related issues.
* Interfaced with IT Operations to plan and coordinate Siebel system upgrades and fixes.
* Responsible for Siebel reporting using Siebel-Actuate and database queries which include the following responsibilities; gathering reporting requirements, set reporting priorities, develop sample reports, gathering feedback from the businesses, and implementing report generation in the production system.

**BT-Infonet Corporation** April, 1999-June, 2001

CRM Infrastructure Architect

El Segundo, California

* Principal technical coordinator for Infonet‘s CRM (Customer Resource Management) implementation selection process (a $15 million dollar project).
* Coordinate with vendors (Siebel, Clarify, Oracle, and Meta Solve) for on-site demonstration and evaluation.
* Assisted in scoping exercises in determining the best CRM solution for Infonet. Responsible for implementing Infonet Direct, Infonet’s first effort into web-based, e-commerce initiative.
* Responsible for creating and implementing a deployment strategy for Infonet’s Time Card Entry System. The program was successfully deployed via SMTP and TELNET to all of Infonet’s global employees.

**Infonet Services Corporation** February, 1997 to April, 1999

PC/LAN Support Head of Technical Support Staff

El Segundo, California

* Team leader for PC/LAN support group (four technical staff) responsible for supporting over 500 users. Responsible for solving various hardware-software issues that the user encountered.
* Assisted in the development of an automated tool and procedures to improve efficiency in PC/LAN support.
* Administered Infonet’s Novell NetWare 3.x/4.x and Windows NT networks.
* Managed and supervised the migration of Windows 3.1 users to Windows 95 and Windows NT.
* Responsible for testing PC software/hardware to determine Y2K compliance.
* Led the curriculum development and facilitation of training Infonet’s users in installing, configuring, and using CEO, an electronic/on-line ordering system.

**Education:**

May, 2003 University of Southern California Marshall School of Business

Master of Business Administration (MBA) – Emphasis in Entrepreneurship

June, 1993 University of California at Santa Barbara – Bachelor of Arts (BA) – Asian Studies

2001, 2003 Siebel University – Analytics Installation and Configuration, Siebel Essentials

1996 North American Computer College – Microsoft MCSE

**Certification:**

Oracle SQL; Siebel Essentials; Siebel Analytics; Microsoft MCSE Training; Novell CNE

**Technical Summary:**

Python; PhP; HTML 5; RDBS; SQL; JavaScript; SDLC; Microsoft Windows Systems/Servers; Oracle BI; Oracle CRM