



Chakkapatsaran Keim



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EDUCATION

Master of Business
Administration / Marketing
Stamford International University
2017 – 2019

Intensive English Language Study
Westminster Kingsway College /
London, United Kingdom
2015 - 2016

Bachelor of Arts / Thai
Suan Sunandha Rajabhat
University
2005 – 2009

EXPERTISE

Project Management

Business Relations

Leadership experience

Contract Negotiation

Risk Management

Business Planning

Attention to Detail

Strategic Planning

Team Player

Adaptability

PROFESSIONAL PROFILE

Motivated and detail-oriented sales professional with four years of key account executive experience seeking a management position. Seeking an opportunity to apply my advanced knowledge of sales and customer service and my experience with team-building and staff development.

EXPERIENCE

KEY ACCOUNT EXECUTIVE - MT

Nestle / Thailand / 16 Jan 2017 – 30 Apr 2019

- Achieve the customer plan of the assigned categories.
- Propose and implement the annual category e.g. assortment, promotion plan and trade deal on a customer basis.
- Ensure and implement the customer POS aligned with Nestle brand strategy to: new products, assortment, pricing, merchandising and promotion.
- Initiate cross-merchandising activities within Nestle categories as well as other categories in order to promote products and develop categories.
- Effectively utilize and control, as well as properly record spending based on category and brand plans.
- Work with the customer buyer to improve the operation effectiveness, develop category and generate the business opportunity.
- Daily follow-up sales figures vs the set sales target; tracking sell-in/sell-out on SAP and/or customer's B2B system.
- Make regular store visits in line with the route plan to ensure effective implementation and timely solutions for in field operations problems; check

CUSTOMER EXECUTIVE - LMT

Unilever / Thailand / 1 Jun 2013 – 1 Jun 2015

- Deliver Turnover sales target of the assigned customers for categories.
- Develop detailed account plan with key drivers, based on strategy.
- Strengthen relationship with the customer, both at HQ and store level to ensure full customer plan implementation.
- Partner with cross-functional teams including Product Management, Customer Support, and Third Party to translate customer business needs and product feedback into product improvements.
- Review market, competitor intelligence and identify customer opportunities - To ensure the operational excellence
- Design materials that enhance the brand and the overall customer experience.
- Oversee the development and execution of all creative needs including POS and other marketing collateral specific to the brand in responsible channel.