

PARYN ASSAVANOP

540 Thompson Street, Ann Arbor, MI 48104
(734) 834-8950 | Beea@umich.edu

EDUCATION

UNIVERSITY OF MICHIGAN

Stephen M. Ross School of Business | School of Information

Ann Arbor, MI

Dual Degree in Master of Business Administration and Master of Science in Information

May 2020

- Emphases in Marketing, User Experience, and Data Analytics
- Selected: ZLI Entrepreneurship Grant, VP of Design + Business Club; AVP of Data Insights & Analytics Group
- Studied Entrepreneurship & Innovation in Tel Aviv University, Israel

CHULALONGKORN UNIVERSITY

Bangkok, Thailand

Bachelor of Accountancy

April 2013

- Received First Class Honors (top 1% of class); selected as Student of the Year and VP of Academic Expo
- Awarded full scholarship as 2nd-highest scorer on National College-Entrance Examination

STANFORD UNIVERSITY

Palo Alto, CA

Exchange Program

May 2011

- Selected from students nationwide to conduct research on social entrepreneurship

EXPERIENCE

DELL

Round Rock, TX

Product Strategy Intern – Global Strategy Planning

May 2018-August 2018

- Designed business model to boost channel share and profitability across entire product portfolio in small business segment; devised roadmap to implement across 12 prioritized countries, targeting to grow market share by 65%
- Developed business case and presented to senior leadership across different continents, resulting in pilot program to roll out in 3 countries; expected \$27M in incremental revenue

MICROSOFT CORPORATION

Redmond, WA

Product Management MBA Intern

March 2018-April 2018

- Constructed user journeys through customer interview and analysis for Cortana, AI voice assistant; created product specifications and go-to-market strategy with expected user growth of 20%

DELOITTE CONSULTING

Bangkok, Thailand

Business Analyst, Strategy & Operations

January 2016-June 2017

- Prioritized new product features based on user research and analysis of product usage to launch new online banking application for top bank; conducted usability study, doubling positive responses to 85%
- Led the team to conceptualize mobile application as a platform for Japanese leader in mechanical parking to expand new business; developed business model targeted to produce \$2.5M in revenue
- Created market entry strategy for leading Australian logistics firm by analyzing value chain and pain points in existing market, resulting in \$5.3M market opportunity

LITTLE BUILDERS SOCIAL ENTERPRISE

Bangkok, Thailand

Co-Founder

December 2014-May 2017

- Founded social venture to build youth leadership in students for over 200 underprivileged students, from elementary schools to universities, using design thinking and project-based curriculum, generating \$10K in annual revenue
- Recruited and managed cross-functional team of 10 engineers, marketers, and educators to redesign learning for K-12 students; received Thai Social Enterprise award and Penn-Columbia Social Impact House Fellowship
- Pioneered a 'Leadership in Innovation' course in Thailand's top university, pitching to Provincial Governor and Director of Innovation to launch entrepreneurship initiative

THE SIAM CEMENT GROUP

Bangkok, Thailand

Product Manager, Technology & Innovation Office

June 2013-December 2015

- Led cross-functional team of Product Design, Engineering, and Marketing to launch new Prefab Bathroom; closed first deal with leading real estate developer, generating \$1.6M in revenue
- Analyzed investment feasibility for new core technology platform, resulting in \$1M investment and building market potential for new product worth \$260M
- Spearheaded market research in 3 regions across Thailand to determine root cause of declining market share for FC board; discovered customer behavior shift and initiated new product with \$114M market potential

ADDITIONAL

- Skills: Python, SQL, Tableau, SPSS, Sketch, Design Thinking
- Self-taught dancer in traditional Thai dance, Jazz, Zumba, and Salsa
- Brought passion for art and craft to build career-related maker community for kids