



## **Varinya SUNTAYODOM**

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### **CAREER OBJECTIVE**

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To be a product marketing manager who brings success to the products, by utilizing my knowledge and skills which are being a fast-learner, innovative, and project management skill.

### **PROFESSIONAL EXPERIENCE**

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TMB Bank, Bangkok, Thailand

#### **Senior Product Manager (Bancassurance, alternative channel)**

May 2013 – present

- Analyze customer data to increase cross-selling opportunities.
- Develop strategy and coordinate with insurance partners for products that best suit customers and ensure the process efficiency
- Find opportunity and develop new channel to sell insurance products
- Set up and fully responsible for telemarketing channel in the area of product and process
- Project Manager for selling systems at branch and telemarketing channel, e-Application, and Insurance Database to support CRM

Thai Otsuka Pharmaceutical co., Ltd., Bangkok, Thailand

#### **Sales Planning Manager/ Associate Sales Planning Manager**

September 2011 – April 2013

- Create analysis reports of market situation and business performance of 6 business units for top management to improve both short-term and long-term sales
- Implement and monitor Sales Force Effectiveness program
- Suggest motivated incentive scheme to boost sales and ensure policy compliance

#### **Associate IT Manager**

January – August 2011

- Project Manager of Smart Office Project, shaping company to smart working environment. Successfully implementing these tools: Google Apps, VPN (enhance work mobility), iPad (increase field force efficiency and facilitate communication)

#### **Assistant Product Marketing Manager (Abilify®)**

October 2008 – December 2010

- Develop marketing plan and implement strategies to ensure that the target is achieved
- Develop promotional materials and set up marketing events to boost up brand awareness.
- Lead and coach team of product specialists to ensure that the right communication is delivered and aligned with plan
- Regularly contact with doctors to provide product information and consultation

Citibank N.A., Bangkok, Thailand

#### **Management Trainee (Ready Credit Business)**

July 2007 – August 2008

1. Portfolio management for Call for Cash (UIP) feature, in:

- Develop marketing program through portfolio analysis and market research
- Ensure that the procedure of marketing programs is smoothly operated and well-documented
- Coordinate with agencies to ensure that messages are effectively delivered
- Liaise with telesales team to ensure the target is met and aligned with marketing plan

2. Launch the test program for Ready Credit Premium

- Set up and monitor the new acquisition procedure
- Manage the communication strategies and materials to correspond with product's positioning

Thomson Reuters (Thailand) Co., Ltd., Bangkok, Thailand

**Quality Assurance Engineer** (Reuters Management Data System)

June 2003 – July 2005

- Lead and manage software qualification projects
- Coordinate with Reuters staff in the United States to carry out an offshore project
- Successfully carry out the first product training to Reuters Software staff in Asia-Pacific region
- Assigned for product transition at Reuters site in Illinois, USA for 3 months

## **EDUCATION**

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- Sep – Dec 2006      **MSc Finance**, EDHEC business school, Nice, France  
Exchange program participant
- Aug 2005 – May 2007      **MBA in International Business**, Asian Institute of Technology, Thailand  
(Royal Thai Government Fellowship)      GPA: 3.50
- Jun 1999 – Apr 2003      **Bachelor of Engineering in Computer Engineering**,  
Chulalongkorn University, Thailand      GPA: 3.06

## **ACADEMIC ACHIEVEMENTS / EXTRACURRICULAR ACTIVITIES**

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- **2007**      Research study on the **marketing communication to engender trust of internet banking** in Thailand.
- **2003**      Developed a software for **data mining** as a part of senior project.
- **2002**      Djuiice Dot Award, complimentary prize, for a personal **financial** WAP application.
- **2001**      Developer and designer of website of the engineering faculty

## **SKILLS**

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- **Computer**      PHP, SQL, HTML, MS Excel, MS Word, MS Powerpoint
- **Language**      Thai (mother tongue), English (fluent, TOEFL 267/300, TOEIC 960/990),  
Japanese (fair)
- **Typing**      English (75 w/m), Thai (75 w/m)

## **REFERENCES**

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Available upon request