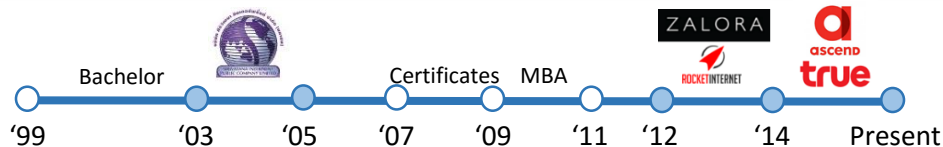


Sanida Manakitpinyo



Work Experience

Oct 2015 – Present
(10 months)



Assistant Director, Fulfillment and Operations

Aden Fulfillment | Ascend Group

Leading TH Operations and assisting COO eCommerce in regional operations expansion in SEA

Co-started up a new business unit as eCommerce fulfillment and logistics service provider to serve growing Internet economy

Oct 2014 – Sep 2015
(1 year)



Assistant Director, eCommerce Operations

eBusiness Group | True Corporation

Established and scaled up fulfillment and operations to enhance customer experience and minimize costs

Inhoused operations and collaborated with Product Development to build in-house fulfillment operating system

May 2012 – Oct 2014
(2 years 6 months)



Vice President, Operations

Zalora Thailand | Global Fashion Group

Led TH Operations, including Warehouse, Fleet, and Production, as well as managed all partnered 3rd party logistics providers

Developed and systematized TH Operations to meet industry best practice with International Regional Operations team

Managed CAPEX, OPEX, HR budgets and coached all Managers

Jan 2012 – Apr 2012
(4 months)



Business Development Consultant, Operations

Zalora Thailand | Rocket Internet SE

Set up and initiated end-to-end procedures for TH Operations

Built and coached Operations team and planned for its expansion

Nov 2004 – Jan 2005
(3 months)



Senior Planner, Production Planning & Control

Sirivatana Interprint PLC

Assessed and evaluated production plans and capacities

Adjusted and improved production processes and workflows

Sep 2003 – Oct 2004
(1 year 2 months)



Production Supervisor, Afterpress

Sirivatana Interprint PLC

Supervised 3 production units and developed KPIs

Improved product qualities and process efficiency

Led and implemented Kaizen initiative for Production Dept

Bangkok, Thailand

smanakitpinyo@gmail.com

(+66) 818679171

partypond

Summary

Operations executive with startup and management experience in B2C, B2B, C2C e-commerce, mainly in Internet retailing, fulfillment, and logistics

Competences

Operations	<div></div>
Supply Chain	<div></div>
eCommerce	<div></div>
IT Operations	<div></div>
Start-ups	<div></div>
Project Mgmt	<div></div>
Logistics	<div></div>

Languages

Thai	Native
English	Advanced

Awards

Core Values Award: Change
Ascend Corporation, 2015

Outstanding Academic Performance
California State University, San Bernardino, 2011

Outstanding Student Performance
University of California, Riverside Extension, 2008

Trainings

Total Quality Control
Department of Industrial Engineering, Chulalongkorn University, 2004

Quality Control and Cost Reduction
Thailand Productivity Institute, 2003

Internship
Siam Cement Group
Thai Ratchaburi (1989)

Printing & Finished Goods
Summer 2002



Interests

Product Design
Mobile Technology
Infographic
Business Sustainability

Mottos

Keep Walking
Johnnie Walker

Nothing Impossible
Addidas

Think Different
Apple

Skills



Education

Apr 2009 – Jun 2011
CA, United States

California State University, San Bernardino
MBA, Supply Chain Management



Jun 2007 – Dec 2008
CA, United States

University of California, Riverside
Certificate in Logistics and Supply Chain Management
Certificate in Project Management



May 1999 – Mar 2003
BKK, Thailand

King Mongkut's University of Technology, Thonburi
BS, Printing and Packaging Technology



Reference

Dr. Hendrik Harren
Start-up CEO and Entrepreneur
Former COO at Zalora TH
hendrik@harren.berlin
Berlin, Germany

Beatriz Rastrollo Lerma
MBA Candidate at Columbia University
Former VP of Buying at Zalora TH
beatriz.rastrollo@gmail.com
New York, United States

Other Details

Reporting Structure

Superiors:

	# of staff
■ Group CEO/President at True Corporation	1
■ CEO/President at Ascend Corporation (Managing Director level)	1
■ COO eCommerce /General Manager at Aden Fulfillment (Deputy Director level)	1

Subordinates:

■ Fulfillment Center Manager (Senior Manager lever)	1
■ Operations Managers (Manager level)	5
■ Shift Supervisors (Supervisor level)	9
■ Team leaders (Senior officer level)	14
■ Staff (Officer level)	46

Current Salary

160,000 THB + other benefits

Expected Salary

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