



TEERAPONG WICHAYARUANGROM

48/152 Ivy Ampio, Ratchadaphisek Rd., Dindaeng, Bangkok 10400 Thailand

Mobile: +6685-995-6442 Home: +662-197-0204

Email: teerapongw@gmail.com

EDUCATION

Chulalongkorn University, Bangkok, Thailand (2008-2010)

Master of Business Administration, GPA: 3.57

Program: Young Executive

King Mongkut's Institute of Technology' Ladkrabang, Bangkok, Thailand (1997-2001)

Bachelor of Engineering, GPA: 3.01

Major: Telecommunication

EXPERIENCES

Head of Product Management

February 2014 – Present

Weloveshopping.com, Ascend Commerce, Bangkok, Thailand

- Develop a business requirement to transform to product strategy for scaling up a company to dominate Thailand market.
- Craft and Execute a product roadmap to best serve our customers, partners and internal users.
- Plan, Execute, Measure, Iterate a Minimal Viable Product (MVP) with agile methodology.
- Lead a team of 30+ members of UX/UI & Development team as agile methodology.
- Collaborate with sales, marketing and operation team leaders.
- Manage relationship with strategic business partners (payment and logistic provider).
- Manage many other daily issues of the business.

Digital Marketing Manager

September 2012 – April 2013

Alternative Channel Department, LMG Insurance PLC, Bangkok, Thailand

- Developed Digital Integrated Marketing Communications plan with estimated budget, manage digital communications, social networking, and seeding and viral marketing to deliver the best possible traffics/ROI
- Brand development (MyLMG MyChioce), website traffic growth, website UI and statistics systems. Revamped a corporate website (www.lmginsurance.co.th)
- Built and Developed an e-commerce platform for online sales as alternative channel.
- Organized and Managed an online campaigns with partners and agencies.
- Monitored a marketing performance with analytics tools.

Business Development Manager

September 2011 – August 2012

T2P Company Limited, Bangkok, Thailand

- Developed an innovative cashcard payment gateway named “ibaht.com” for eCommerce business especially game online and content provider service.
- Overall responsible for product development, account management, sale performance and market activities to achieve a financial target.
- Managed relationships with team, business partner and cashcard issuers
- Monitored product performance and identification of key levers of improvement - including design and analysis of relevant reports
- Implemented a high-level for marketing plan, business process and work flow to all relevant teams with support tools

Product Manager

December 2007 – May 2011

Weloveshopping.com Department, True Digital Content and Media, Bangkok, Thailand

- Overall responsible for E-commerce service (StoreFront & Payment) and value added services in Weloveshopping.com
- Conducted a business plan, a product strategy roadmap, functional requirement and E2E process.
- Initiated an e-commerce platform on multi-channel: Website, Mobile (Feature & Smart Phone), IVR with a strategy planning to achieve a target

- Managed and developed a payment gateway solution for e-commerce business in timeline and effective outcome with multi-payment channel such as STK, Credit card, ATM, I-Banking, etc
- Set up a business fulfillment service and process for business partner and customers.
- Lead a cross-functional team across programmer, accounting, fraud, operation and after-sales to set up a business flow as well as coordinate with marketing communication to align activities

Consultant

February 2006 – November 2007

Access Solution & Application Development Department, True Corporation PLC, Bangkok, Thailand

- Designed and delivered new convergence solutions to SME unit with budget & project timeline
- Understood customer's business process and fulfill their need variable to industry segment
- Specified market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers
- Developed sales channel (both internal and external) with sales and marketing team & training, sales tool development, and incentive setup

Solution Sales

December 2003 – October 2005

Corporate Sales Department, Total Access Communication PLC, Bangkok, Thailand

- Provided solutions for customers such as Fleet Management, EDC Wireless, Push Email, etc.
- Customized new corporate solutions to any enterprise as requirements.
- Provided technical and implementation support for corporate sales department and the relevant processes.
- Coordinated with Product & Service department as well as engineering department in order to accomplish new solutions.

EXTRA-CURRICULAR ACTIVITIES

Teaching Assistance

January – April 2003

Sanz School Institute, Washington, D.C., USA

- Arranged various documents, in addition to textbook, to be applied for classrooms.
- Provided and distributed TOEFL exam to international students.
- Planned activities to improve potential of the students from each level

Assistant Secretary of International Student Organization

August - December 2002

University of Pittsburgh, Pennsylvania, USA

- Organized conference materials, provided and distributed to the committee.
- Composed grant proposals to various representatives contacting directly to their organization.
- Prepared and managed activities for strengthening a relationship of international students
- Contacted and exchanged information with other organization.

SKILLS

- Good command of spoken and written English
- Computer literate, including proficiency with knowledge of Microsoft office, Powerpoint, Outlook and Visual Basic
- Excellent in communication and problem solving
- Good relationship, service minded, team-oriented and enthusiasm
- Highly self-motivated, dynamic, strong interpersonal, team work skill and good personality as well as ability to work under pressure

ADDITIONAL TRAINING COURSES

Professional Selling Skills

9-11 September 2004

Achieveglobal, Bangkok, Thailand

English as a Second Language

January – April 2003

Sanz School Institute, Washington, D.C., USA

English Language Institute

August – December 2002

Linguistics, University of Pittsburgh, Pennsylvania, USA