

## THIRAWAT (NUTT) THIRAVANITKUL

694/20 Soi Phayanak, Petchburi Road, Rajdevi, Bangkok 10400 Thailand  
(66) 81-867-4551; thinbz@gmail.com

### EDUCATION

#### University of California at Berkeley

Berkeley, CA

Walter A. Haas School of Business, Master of Business Administration, May 2011

- Elected VP Experiential Learning of Digital Media and Entertainment Club
- TA for Financial Derivatives, Behavioral Finance, and Merger's and Acquisition undergrad class
- Created a monetization strategy for an online hyperlocal news start-up - Allvoices.com (Acquired by [create.pulsepoint.com](http://create.pulsepoint.com), formerly Datran Media)

#### Thammasat University

Bangkok, Thailand

Bachelor of Business Administration, May 2005, Graduated with honors

### EXPERIENCE

2016-Present

#### Sumitomo-Mitsui Banking Corporation

Bangkok, Thailand

##### *Vice President, Country Strategy and Planning*

- Formulated strategies to increase \$80M by 2018 fiscal year (end of Q1 2019 calendar year):
  - Analyzed customer portfolio by sector and formed potential customer list to increase profit and reduce volatility in consideration of future expectations of the economy, especially export outlook
  - Developed a customer rationalization model to single out non-profit making customers
  - Proposed service bundling schemes for relationship managers to increase customers' switching cost
  - Proposed internal reorganization of relationship management team to enhance effectiveness

2012-Present

#### [www.twilles.com](http://www.twilles.com) & [www.tripcircle.com](http://www.tripcircle.com)

Bangkok, Thailand

##### *An online shirt customization and social network for travel planning start-up*

##### *Co-founder, a major shareholder holding 50% share of both companies*

- Created the data framework, web design, system functionality for both websites
- Established all aspects of the operations including recruiting development and design team, seeking legal advices, seeking and managing business partnerships
- Generated yearly sales of \$30K in 2015, and \$14K in Q1 2016 (87% increase QoQ)

2011-2012

#### HSBC

Bangkok, Thailand

##### *Vice President, Business Delivery*

- Led the liabilities product (deposits) workstream in a retail business carve out worth \$420M in assets and \$580M in liabilities; key responsibilities include managing and negotiating with stakeholders from Krungsri Group (buyer) on financial and operational transfer, composing legal documents to govern the transfer, creating and implementing customer conversion and communication strategy, and constructing a financial instrument to transfer business value to the Krungsri Group for the segment of customers that do not consent to transfer to Krungsri Group

2008-2009

##### *Vice President, Business Deployment (Afterwards, took 2 years sabbatical leave to study at UC Berkeley)*

- Led a team of 9 to create product roadmaps and deploy 4 new software, worth \$4.2M, to upgrade the value propositions for credit card, corporate loan, and international payment product, which resulted in a \$11M increase in revenues annually
- Initiated and championed a quality council for the CEO and top executives to drive 5 bank-wide customer experience improvement projects, which resulted in a \$2.8M annual savings and improvement in customer experience in key touch points
- Led a team of 12 to design and implement a continuous competitor analysis project covering 7 key competitors and 5 key services that uniquely focused on customer's perception of service using mystery-shopping. The project results became top managements' strategic decision-making tool
- Designed and implemented a centralized customer intelligence knowledge base, capturing voice of customers from all touchpoints, which enabled the measurement of customer experience to support the introduction of customer experience management strategy

2005-2008

##### *Assistant Vice President, IT Planning and Strategy & Operations Design*

- Devised a 3-years IT cost reduction strategy to turn the retail business from a 5 years consecutive loss to a break-even. Strategy involved IT resource rationalization, vendor management policy revision, and new technologies introduction, such as virtualization, resulting in 12% reduction YoY from total IT expenditure of \$15M. Awarded talent status (Top 5% of 1,039 employees)
- Developed cost sharing models to allocate IT costs (1/3 of total cost) between 9 product groups to enable accurate cost-benefit analysis by product and facilitate pricing and negotiation process
- Consulted operations managers across all departments to drive 18 process improvement projects. Resulted in annual savings of \$1.2M

### ADDITIONAL

- **CFA Examination:** I am a 2013 Level III CFA Candidate