

Mr. Wichit Kucharoen

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SUMMARY

- 6 years' experience of marketing, sales and program management. Strategic and creative thinker with effective communication. Detail-oriented and experienced in multi-task management, strong work ethic, problem-solving, communication, interpersonal and teamwork skills.
- Over 5 years of experience in software development, initiative applications and program management, agile methodology, internal control procedures, system and program security, systems analysis and uat testing.
- 5 years career reflects experience in digital banking, branch control, strategic planning, business development, project supervision, organizational development and customer service. Additional experience includes staff recruitment, operations, quality assurance, and public relations.

PROFESSIONAL EXPERIENCES

Digital Banking Manager, TMB BANK PUBLIC CO., LTD.

Thailand, Bangkok | January 2014 to Present

- Identifying requirements and analyzing these requirements from a business perspective.
- Defining current and future operational (processes, models, plans and solutions)
- Working closely with the client to ensure proper translation of business requirements to IT solution requirements.
- Preparing requirement actively and testing in the solution phases of projects or important change requests.
- Ensuring the delivery of timely, quality solutions by leading the testing effort across projects through effective planning, scheduling, oversight and execution.
- Tracking and reporting on User Acceptance Testing for all Digital Solutions projects.

Assistant Banking Manager, CITIBANK, N.A.

Thailand, Bangkok | January 2011 to August 2013

- Initiating on the systems improvement and setup new Citibank branches in Thailand.
- Providing support by focusing on Citibank Online ,AVR, ATM, CDM, Mutual Fund, Loan and Retail Banking projects or Ad Hoc assignments and others depending on the Business direction.
- Coordinating with users, Business support units (both Banking & Credit Card), and vendors to clarify the testing requirements/scopes.
- Planning, organizing, negotiating and making recommendations on the testing plan in details and ensure that all the testing items are completed within the timeline.
- Adhering to the Defect Management Procedure by recording defects found during test execution and retesting defects once fixed.
- Supporting business in terms of implementation & training.

Assistant Marketing and Business Development Manager, KRUNGTHAI CARD PUBLIC CO., LTD.

Thailand, Bangkok | December 2001 to December 2010

- Initiating on the new systems and improvement such as KTB Convenience Counter (Utility payment), BAAC Lottery, Airtime refill, Travel Service @Touch projects, Silver Lake, EDC, WAY4, Cardlink and others.
- Setup new KTC Touch branches in Thailand.
- Reviewing and updating procedures as per BOT and regulatory.
- Performing as an event manager to support marketing promotions.
- Planning, organizing and hiring qualified people for KTC Touch branches and trained them.
- Managing staff working schedules for KTC Touch Branches.
- Maintaining highly confidential files, safe code and sensitive records.

- Initiating new card usage and acquisition promotion.
- Analyzing the MIS data and providing presentation for management team as assigned.
- Providing support on various marketing promotions/events both card usage and acquisition such as KTC Rewards, KTC Visa Mini and Motor Show event or others.
- Contacting and cooperating with all related units both internal and external included suppliers and vendors.
- Participating and contributing marketing promotion activities.
- Managing business budget and monthly expenses control.

Medical Representative, ZUELLIG PHARMA (THAILAND) CO., LTD.

Thailand, Bangkok | September 2000 to November 2001

- Achieving sales objectives within product range for Modern Trade such as Boots, Watson, Save Drugs and P&F.
- Wisely deploy resources to achieve optimal return.
- Delivering scientific information of our products to medical professions including specialists.
- Participating and contributing sales and marketing promotion activities.
- Collecting market intelligence, develop sales plan, sales reports and demand forecast.
- Building and maintaining good working relationships with physicians, pharmacists, government officials and distributors.

Quality Control Staff, KAWASUMI LABORATORIES (THAILAND) CO., LTD.

Thailand, Bangkok | May 1999 to August 2000

- Controlling quality for Blood Bag and IV Products.
- Validating of testing method and manufacturing process for Blood Bag and IV Products.
- Taking care release testing (Functional test) of finished product.
- Performing special testing concerned.
- Performing process validation and equipment calibration.

TRAINING SKILLS

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| • Management Information Systems | • Decision Making |
| • Agile Software Development | • Presentation Skills |
| • Selling Skills | • Microsoft Office suite |
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CORE COMPETENCIES

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| • New Product/Service Launch | • Strategic Market Planning |
| • Market Analysis/ Forecasting | • Product Design/Improvements |
| • Team Building & Leadership | • Client Relationship Management |
| • Budget Development & Administration | • Business Process Optimization |
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EDUCATION

Bachelor of Science, Microbiology | 1999
Srinakharinwirot University, Bangkok