

## WORK EXPERIENCE

May 2015 – Present

THAILAND

**CDISTRIBUTION (THAILAND) CO., LTD. ([www.cdiscounf.co.th](http://www.cdiscounf.co.th))**

**Assistant Director - Merchandise | Homeline**

- Set up and lead a merchandise team and web content creation team for Homeline department
- Achieved sales target with 20% month on month growth in 2016
- Increased number of active SKUs online from 5,700 in June 2015 to 10,000 today
- Study online market trend and customer preferences to build a complete and attractive product assortment
- Developed sustainable partnership with suppliers to attain best price, trade terms and other support
- Work closely with marketing team to identify and create effective promotional plan and marketing campaign and with Supply chain team to ensure optimal inventory level

June 2013 – May 2015

THAILAND / VIETNAM

**LI&FUNG (THAILAND) LIMITED**

**Divisional Manager – Business Development | LF Sourcing – General Merchandise | Vietnam Sourcing**

- Set up and lead a team of merchandiser and QC (dotted line) in Vietnam.
- Increased turnover from 42 mil THB in 2012 to 95 mil THB in 2013.
- Source, evaluate and propose suitable vendors, serving various types of retailers worldwide e.g., Ross, OneKingsLane.com, Kate Spade, Target, Hudson's Bay Company
- Expand vendor base and product categories to 111 vendors, 10 product categories, focusing on indoor and outdoor furniture and home decor.

Sep 2011 – May 2013

HONG KONG

**LI&FUNG (TRADING) CO., LTD**

**Senior Manager – Business Development | LF Sourcing – General Merchandise**

- Report to Executive Director with responsibility of developing business plan and sourcing solution for new customer pitch - won 9 accounts, notable account were CVS, Ross, OneKingsLane.com and Fusion Retail Brand
- Explore and promote new sourcing countries (Turkey and Eastern Europe, Bangladesh and Vietnam) to optimize duty and transportation cost. Vietnam was selected as priority strategic country
- Self initiated programs; buying program consolidation, staff engagement activities and a competitive shopping report with match-up offers, generated additional sales of 3 mil THB in 2013

Oct 2010 – Jul 2011

HONG KONG

**LI & FUNG (1937) MANAGEMENT LIMITED**

**Management Associate | Program for Management Development**

Program for Management Development (PMD) is a fast-track corporate management program for Li&Fung Group with 3 rotations across the group's business in trading, logistics/distribution, and retail

- LF Sourcing : Identified operation repetition and gap amongst divisions and proposed leveraging strategy
- LF Logistics : Proposed hubbing and warehousing model to reduce overall supply chain cost for Fit-Flop®
- Toys R' Us : Identified areas of improvement to increase market share for Toys R' Us private brands

Jul 2009 – Sep 2010

THAILAND

**IDS MARKETING (THAILAND) LIMITED**

**Management Trainee | Healthcare**

Business development, product launch and marketing, and product management in both Hospital and OTC channels

- Successfully brought in a US medical device company and launched an automated compounding system and an automated pump. Launched and managed OTC herbal medicine, Esberitox®

May 2004 – Apr 2007

THAILAND

**DEFENCE PHARMACEUTICAL FACTORY | MINISTRY OF DEFENCE**

**Production Pharmacist**

Production line management and production planning under GMP standard

- Increased overall productivity of Tablets and Powders division by reengineering the production flow and improving communication amongst departments

## EDUCATION

2009

**MBA**, Boston University, USA

2004

**B.Sc. in Pharm (with honors)**, Chulalongkorn University, THAILAND