



Professional Summary

I consider myself a Generalist even though an Entrepreneur, Marketer and a Technologist with specialist attributes in Business Finance, Human Relations, Technology, Sales and Marketing.

My primary goal is to understand the challenges and needs of our Organisation (and that of our clients) to utilise my scope of Technology knowledge to Solve problems. I'm focused on improving customer Experience, creating Engagement and growing online Revenues through my consensus building skills to work with Management teams, initiating calculated risks and move the Corporate Vision forward.

My 20+ years of experience leading to C-level position(s) enables me to tailor innovative client strategies to automate and optimise business processes to reduce costs, enrich bottom line, in eCommerce and Service industries helping our Organisation and that of clients to identify problems and solve challenges.

I have a strong focus on Business Development , Leadership of high-performing Teams, Delivering on P&L commitments through Business Development, Direct Sales, Alliances, and Strategy.

Core Competencies: eCommerce Strategy, eCommerce Marketing, eCommerce Platform RFP and Selection, eCommerce Service Provider RFP and Selection, Contact Centre Assessments, Best Practice Benchmarking, Website Analytics, Organisational Design & Process Alignment, Business Case Creation & Financial ROI Modelling, Technology Infrastructure Assessment.

Experience: Nimble, CoreMedia, Salesforce, Hubspot, SearchMetrics, SwiftIQ, UNBXD, Yotpo, Dasheroo, Magento, WooCommerce, Ecwid, Paypal, Omise, WP, Drupal, LinkedIn, Google for Business, Facebook for Business and a host of emerging solutions reverse engineered on demand.

I'm always open to innovative ideas and involved with the one that might create the next big disruption in eCommerce IoT, SNT re-defining the way technology is absorbed in the daily life of a user.



**ACTING CEO,
DIGITALONE LTD. | RTBX1 | IB
BANGKOK | CALIFORNIA
2014 TO PRESENT**

DigitalOne helps grow clients digital businesses through an all star team that understands deployment of digital analytics and testing (split and multi-variate) to drive disruptive revenue growth and create a smarter organisation. As eCommerce and Product Development Executives, I understand the challenge of aligning People, Processes, and Technology to accomplish P&L goals.

Based out of Bangkok and California, DigitalOne is a fast growing eCommerce strategy and technology solutions company focused on serving the needs of brands seeking to accelerate their eCommerce performance. I believe my role is much deeper than simply providing strategic guidance and leaving the implementation to someone else. My role is to deliver real business value for the company via deep expertise, commitment, and a tight network of strategic partners.

As a Advisor to the Board and Acting CEO, I know from experience, that digital optimisation requires an organisational commitment to driving positive change through sustained testing and validated learning. Tools and reports alone (while valuable) cannot drive the change. I drive long-term growth that generally requires a new "blueprint", a new way of thinking and acting. I help DigitalOne design the new blueprint, that then empower our Team to build and drive our client's eCommerce machine. I am deeply involved from strategic guidance to post-strategy implementation and stabilisation of DigitalOne footprint within this ecosystem.

**CONSULTING BUSINESS ANALYST,
3WM STAR CONSULTING
GENEVA | NEW DELHI | BANGKOK
2006 - PRESENT**

As an independent Business Analyst, I'm a Key Organisation Partner to monitor all phases of an undertaken project. I analyse client requirements and existing dossiers on Business Processes / Protocols (SOP's etc.), and provide Consultation for functional requirement of processes in absence of the same help prepare / update them. Coordinate with functional departments and sample end users, analyse requirements and prepare necessary documentations and Use Cases.

I help design training materials and help functional departments in preparing technical documents, monitor personnel (at hand) for all resource requirements and ensure appropriate support.



Visualising presentations for various complex ideas (brain mapping) and prepare visual and written Interpretations / Forecasts for Business Projects.

Manage sample customer inquiries and all developer issues by providing resolution.

Coordinate with IT team to develop schedule according to project requirements.

Perform tests on new functionalities in system, in addition to keep the Organisation prepared on emerging Technologies and Best Practices.

Prepare project plans and activities and evaluate plans for various meetings and provide consultation of process.

Perform tests on system as per internal system requirements and maintain records of system defects.

Train staff on business process and system.

**ADVISOR TO THE BOARD OF DIRECTORS | MANAGING DIRECTOR,
YENGO PTE. LTD. | DIRECT/ADVERT RU
BANGKOK | SINGAPORE | LONDON | MANILA | BEIJING | GURGAON
2012 TO 2014**

As the Advisor to the Board of Director's and subsequently a Managing Director, I was the Leader, Decision Maker, Manager and sole Executor, involving high-level decisions about Yengo | Direct/Advert's future prospects, policy and strategy within new territories motivating employees, and driving change within the Organisation.

Opening and sustaining offices in accordance with corporate vision within Europe, Asia and the United States for our newest entity "Ideal Media Inc." with a mission for rapid growth and expansion of the Yengo brand.

As the Managing Director, I was presiding over the Organisation's day-to-day, month-to-month, and year-to-year operations leading to sustainability and profitability of Finam Investments.

Key Highlights:

- Ecommerce & Digital Marketing Strategies
- Direct Sales (B2B & B2C)
- SaaS Business Models
- Strategic Alliances and Partnerships
- Recruiting & Team Building
- Internet Start-ups
- Financial Planning & Analysis
- Negotiated all company M&A transactions
- Managed software licensing and alliances
- Reduced outside legal fees by 70%



- Developed corporate IP strategy including a patent development plan
- Managed all legal functions including SEC, corporate, HR, regulatory and compliance issues
- Managed all company litigation matters

**SENIOR VICE PRESIDENT,
CHOHAN HOLDING GROUP LTD.
BANGKOK | KUWAIT
2010 TO 2013**

As a Sr. Vice President, I was a Management Representative and Adviser to the Board of Directors reporting to the Chairman & Managing Director (CMD), for existing Projects spread out in Kuwait, Oman, South Sudan and Thailand.

Subsequently, I launched Myanmar analysing & interpreting trends and creating blends to minimise overheads, pilferage & losses with a focus on Corporate Profitability. My prime focus was to create systems for smooth day to day Operations spread over two continents.

Sr. Vice Presidents' initiative included visualising and managing new projects in emerging markets under complex or non-existent trends leading to a quest for market leadership.

**VICE PRESIDENT & HEAD OF MARKETING & SALES,
PLANET HERBS LIFESCIENCES PVT. LTD
DUBAI | MUMBAI | DEHRADUN
2007 TO 2010**

As the Vice President and Head of Marketing & Sales functions, I was reporting to the Managing Director. I had Initiated Indian market research, identifying "touchpoints" which leading to successful TTL (OmniChannel) marketing techniques in lifestyle & wellness segments.

I was primarily instrumental in creating a nationwide logistics, distributorship & field sales network.

As the Vice President and Head of Marketing my responsibilities included IMC, trademarks & IP insights, sound understanding of consumer behavioural patterns and creating product training & OJT curriculum. I was also instrumental in visualising and ideation of the PHL Website, Corporate & Products Branding working closely with ad-agencies.

I created the Product Management Department to seamlessly integrate new product launches within the existing products portfolio optimising product lifecycle within similar categories.



During my tenure at PHL, I mediated the M&A transition phase by providing amicable solutions between stake holders.

VICE PRESIDENT & HEAD,

DAMINA S.A.R.L.

GENEVA | NEW DELHI | NICARAGUA

1999 TO 2007

As the Vice President and Head of Damina's Eurasian Retail Markets I was reporting to the CEO.

My prime focus was to identify niche markets for existing products range. I developed new products by analysing trends and anticipating market mood since the company existed on "bait and hook" business model, therefore I visualised a "shift" in future Business model (then upcoming Web 2.0) to keep the Company "future ready".

I also initiated new businesses e.g. wine bottles label printing being outsourced from India which resulted in 70% additional cost savings over revenues for the year. Export of Olive Oil from Spain, import of corduroy and indian linen, development of niche markets for patented OTC formulations in addition to sourcing for mega-stores viz. Coop, Migros, Aligro, InterDiscount and Manor.

As the Vice President and Head, I spearheaded International Distribution of Healthcare and Allied Products from Nicaragua & India.

MARKETING MANAGER,

CADILA LABORATORIES LTD.

NEW DELHI | AHMEDABAD

1993 TO 1999

Collaborators in India for:

- Pasteur Meriux Serums & Vaccines, Lyon
- Instut Meriux, Lyon
- Swiss Serums & Vaccine Institute, Berne

Cadila is a major Healthcare & FMCG player in the global markets and enjoys a huge slice of Brand Leadership in the FMCG segment with "Sugar Free" being case studied at IIM's. Cadila has been ranked within the top 5 healthcare companies in India, year after year.

Worked closely with Medical research establishments, Hospitals, Pharmacies and emergency medical units as a "Product Specialist" to understand their critical professional needs. Ascertained prescription habits for market segmentation & technical research to create "differentiators" for our competitive advantage which helped increase our market share.



Provided "On the Job Training" to Medical Representatives, Area Business Managers, created appraisals for their next level readiness. Prepared roadmap for regional profitability.

As a "Regional Business Manager", preparing regional budgets and meeting objectives. Creating a healthy competitive environment within company for team work and taking the competition head-on.

A proven mentor, I acquired man-management skills to consolidate market management leading to Demand Management. Creating key differentiators as a "Brand Manager" for successful brands like "Sugar Free" which commands 70% of Indian "artificial sweeteners" market, visualising BTL promotion strategies for maximum top-of-the- mind recall amongst first time as well as returning customers.

Created product packaging, design, colour theme and punch line for an outstanding product visibility, in all to create Brand Leadership.

**MEDICAL REPRESENTATIVE,
DR. REDDY'S LABORATORIES LTD.
NEW DELHI | HYDERABAD
1992 TO 1993**

DRL is a fully integrated International Pharmaceutical company with a global presence. DRL's R&D and manufacturing strengths make it one of the foremost global players, its investments into developing highly skilled marketing professionals has paid rich dividends.

The goal was to get a prescription daily, from the list of 300 potential doctors, for one or more shortlisted formulations which is meticulously chosen after a tedious market research. Launched new molecules as per product management guidelines and strategy to garner higher maximum market share.

**PROGRAMMER (INTERNSHIP),
INDIAN INSTITUTE OF REMOTE SENSING
INDIAN SPACE RESEARCH ORGANISATION
DEHRADUN
1989 TO 1990**

As an intern learning and working with some of the most intelligent individuals on the planet, I learned an entire new aspect to life and career, regarding time management, system analysis & design in addition to working with and through peers. While on the verge of starting my career ambitions.

Environment: MSDOS 3.1, COBOL, dBASE III+1.0, VP Planner, FoxPro, DigitalVAX
Mainframe programming language.



Digital/VAX Mainframes, IBM PC, Macintosh OS

Professional Memberships

2014 Fellowship: Fellow of the Chartered Institute of Marketing, London
2014 Member: Institute of Directors
2013 Member: Indian Thai Chambers of Commerce
2010 Member: Foreign Correspondents' Club of Thailand

Education

1993 Certification: Marketing Certification from Cadila's in-house program run in association with Pasteur Merieux Serums & Vaccines, Lyon, FR.
1993 Post Graduation: MBA - IIM Lucknow, India (1st year dropout)
1993 Post Graduation: PGDCA from Computer Society of India (CSI).
1992 Graduation: B. Com from HNBG University, India.
1989 I.S.C.E: ISC from Moravian's Institute, India.
1987 I.C.S.E: ICSE from Marshall's School, India

Personal Memoranda

Date of Birth: 05th June 1972
Marital Status: Married (Spouse Thai National, ME & Researcher at Chulalongkorn University, Bangkok)
Residency: Thailand "Non-O" Visa (Permitted to live and work in Thailand)
Nationality: Indian
Online Profile: www.th.linkedin.com/in/spmasih

Hobbies & Activities

Globe trotting / Boy Scout / Red Cross Society / Team Building / Team Bonding / Chess / Mountaineering / Trekking / Hiking / Mountain Biking / Para Gliding / White Water Rafting / Camping / Fishing / Car Rallies / Motorbike Racing / Astronomy / Star Gazing / Dreaming / Story telling & more...