

Kanrawee Punlertputtanakorn

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WORK EXPERIENCE

Garena Online

Business Development Associate: AirPay Counter

Bangkok, Thailand
11 May 2015 – Present

- Successfully initiated and implemented B2B cashless payment solution for leading FMCG companies and distributors in Thailand.
- Led operation team to evangelize retailers payment process; resulting in 200 daily transactions with an average daily sales volume of \$30,000 in the northern part of Thailand within a 2- month period
- Identified business opportunities and consultatively provided innovative payment model to streamline and optimize partners payment process.

The Boston Consulting Group

Internship: Case Team Assistant

Bangkok, Thailand
2 October 2014 – 10 April 2015

- Assisted project leader and consultants in developing a leapfrog growth strategy for the client by researching, consolidating and analyzing data.
- Delivered and interpreted meaningful information into Excel and PowerPoint.
- Facilitated business meeting by interpreting conversations between the team of consultants and clients.
- Conducted field research to support the analysis and strategies.

The Nielsen Company (Thailand) Limited

Internship: Client Service, Consumer Insights

Bangkok, Thailand
12 May 2014 – 10 July 2014

- Provided analytical solutions to solve strategic business decisions for clients by understanding and consulting on consumer needs, preferences and behavior.
- Delivered profit-enhancing solutions in the area of product assortments, segmentation and targeting.

Central Pattana Public Company Limited

Internship: Corporate Key Account Marketing

Bangkok, Thailand
3 June 2013 – 2 August 2013

- Created various types of business models with partners in insurance and banking categories; including customer centric analysis, partnership package and approaching strategy in order to achieve mutual benefits to both parties.
- Delivered marketing solutions to help key account tenants drive their sales.

EDUCATION

Chulalongkorn University

Bangkok, Thailand
2011 – 2015

- Bachelor of Business Administration (BBA)
- Major: International Business Management
- GPAX: 3.13

Saint John's International School

Bangkok, Thailand
2007 – 2011

- International General Certificate of Secondary Education (IGCSE)
- GPAX: 3.83

BUSINESS CASE COMPETITIONS

John Molson Undergraduate Case Competition

Montreal, Canada

Finalist

February 2015

- Represented Chulalongkorn at the final round of the world's largest business case competition against top-ranked business schools with four live business cases.

Inter-Collegiate Business Competition

Kingston, Canada

Finalist

January 2015

- Selected as the top 6 teams to compete in the final round of Canada's oldest and longest-running undergraduate business case competition.

Citi International Case Competition

Hong Kong

Representative

October 2014

- Represented Chulalongkorn to solve 22-hour business case at a world-class competition that highlights the strategic challenges and managerial dilemmas faced by global business leaders hosted by Hong Kong University of Science and Technology.

Sauder Summit Global Case Competition

Vancouver, Canada

Representative

March 2014

- Chosen as the university's team representative to come up with business solutions against 11 of the world's most prestigious business schools in a six-day case competition at the University of British Columbia.

Standard Chartered's Young Innovators Awards

Bangkok, Thailand

Awarded as First Runner-up

2012

- Teamed up with a group of three students to come up with innovative banking solutions to consumers.

BBA Chulalongkorn Internal Case Competition

Bangkok, Thailand

Awarded as Second Runner-up

2012

- Provided strategic business solutions in a 24-hour business case competition hosted annually by BBA Chulalongkorn University.

Competing member of BBA Chulalongkorn Business Case Club

- Once a year, 20 students from 3rd and 4th year in BBA were selected as competing members.
- Only competing members are eligible to compete in domestic and international business case competition.