

VEERANAN (FERN) PIPATWONGKASEM

158/16 Baan Pathumwan Condominium, Payathai Road, Tung Payathai, Ratchathewi,
Bangkok 10400, Thailand • Phone: +66 90 951 9265 • E-Mail: veeranan.pip@gmail.com

EDUCATION

May 2008 – 2012	Thammasat Business School (International Program)	Bangkok, Thailand
<ul style="list-style-type: none">• First Class Honors, Bachelor of Business Administration, major in finance and minor in marketing, GPA 3.54• Public Relations, Student Committee, Business Administration of Thammasat University, 2008 - 2012• Exchange student, McGill University, Desautels Faculty of Management, January - April 2011		Quebec, Canada

WORK EXPERIENCE

July 2015 – Present	Garena Online (Thailand) Co., Ltd.	Bangkok, Thailand
<i>Country Project Manager</i> <ul style="list-style-type: none">• Led team of five business developers to build partnership with 17 chain stores in Thailand and implement AirPay Counter – a platform for cash card top-up, mobile phone top-up and bill payment services - at 2,041 outlets nationwide• Guided team of four associates to equip with professional knowledge on best practice of transactional banking and commence business deals with 18 local distribution centers to integrate e-payment solution that reduces cash handling risk and improves operational efficiency• Commanded team of ninety local dealers and technicians to introduce e-wallet application to 2,623 retail shops across Thailand		
January 2013 – June 2015	Citibank, N.A.	Bangkok, Thailand
<i>Commercial Banking Relationship Manager</i> <ul style="list-style-type: none">• Managed a portfolio of 33 small-to-medium enterprises to provide banking solutions and professional services along with monitoring risk perspective• Grew share of wallet and cross border revenue from USD 630,000 to USD 840,000 within 6 months by advising cash management solution, trade facility, loan product, foreign exchange rates as well as derivatives to domestic and multinational companies• Conducted three-month intense research on 4,874 companies in Thailand by studying structure together with sales volume and discovered 171 new prospects with potential revenue opportunity of USD 53 million - utilizing as growth pipeline for country corporate banking business from year 2014 onwards <i>Management Associate</i> <ul style="list-style-type: none">• Gained international professional network and exposure in banking area through a combination of job rotations, mentoring programs, leadership training and access to global best practices in Institutional Clients Group (ICG) and Global Consumer Banking (GCB) Group<ul style="list-style-type: none">- Job Rotations in ICG: Global Markets, Global Corporate Banking and Commercial Banking- Job Rotations in GCB: E-business, Retail Banking and Credit Payment Products• Trained direct sales team to educate customers on e-banking product, increasing monthly new e-statement users from 1,560 to 2,100 accounts within 2 months• Directed team of fifteen top managers to enable Citi Thailand franchise readiness for Foreign Account Tax Compliance Act (FATCA)		
September – October 2012	The Boston Consulting Group	Bangkok, Thailand
<i>Temporary Team Assistant</i> <ul style="list-style-type: none">• Facilitated a consultant team in conducting research and focus group interviews on a project to identify improvements for insurance agency model		

ACTIVITIES

June 2012 – Present	Happy Yoga with Fern	Thailand
<i>Certified Yoga Instructor</i> <ul style="list-style-type: none">• Received 100-hour yoga training and teacher certification from Bangkok Yoga Institute• Provide yoga classes to a wide variety of students, group and private, in Sivananda, Hatha, Ashtanga and Vinyasa styles• Distribute portion of yoga class proceeds to charitable organizations under a personal project		
June 2013 – Present	Citi Foundation	Thailand
<i>Volunteer</i> <ul style="list-style-type: none">• Actively leverage professional skills and experience by volunteering time directly to nonprofits and non-governmental organizations<ul style="list-style-type: none">- Delivered yoga lesson and financial literacy training for 160 at-risk inmates at Thanyaburi Female Prison in Patumthani province- Fulfilled school of dream project by painting wall and constructing football field for Baan Nongprue Community School in Chonburi province- Organized reforestation activity for staff and customers to plant 1,500 trees at National Forest Reserve in Ratchaburi province		
July - August 2012	The Union Bank of Switzerland	Hong Kong
<i>Leadership Excellence Development Series Program</i> <ul style="list-style-type: none">• Participated an education program on leadership development, cross-cultural awareness and the art of communication as a launch pad to future success		
	<i>UBS Dialogue - Young Successors Program</i>	Switzerland
<ul style="list-style-type: none">• Completed an intensive program of knowledge transfer and peer networking, designed to develop the financial and business know-how of young people along with examine the ultimate objectives of wealth ownership, the effect of wealth on future generations, and philanthropic opportunities		

2011 – 2012	McKinsey & Company
<i>Consulting Fellowship Program</i> <ul style="list-style-type: none">• Selected as one of sixteen senior undergraduates nationwide for consulting mentorship organized by McKinsey consultants	

2009 – 2012	BBA Thammasat Case Competition Team
<i>Active Member</i> <ul style="list-style-type: none">• Headed team of four through real business problem solving within limited time frame of eight to forty hours• Formulated and presented strategic recommendations to judging panels of industry experts and prominent business figures<ul style="list-style-type: none">- Winner of Citi International Case Competition 2011, Hong Kong- First runner-up of NUS DBS International Case Competition 2010, Singapore- Participant of CBS Case Competition 2012, Denmark and Thammasat Undergraduate Business Challenge 2011, Thailand	

OTHERS

Additional Information	Held Security Investment Consultant and Derivative Investment Consultant licenses (Registered ID. 050781) Passed Level I of CFA exam on first attempt (June 2012 Exam) Scored top 10% of global test takers in Bloomberg Assessment Test (November 2011 Exam)
Languages	Fluent communication in Thai and English
Computer literacy	Experienced in Microsoft Office
Interests	Yoga, charity work, health, food, training, traveling, reading, mind power and positive thinking