

CV of Punnama Luengteeraphap

Ms. Punnama Luengteeraphap

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PERSONAL PROFILE

- Passionate about building and contributing to exciting new business ideas
- Enthusiastic in finding opportunities, business partners with strong business minds
- Ability to learn fast with solutions for problem-solving
- Logical in achieving tasks and challenges with strong analytical skills
- Self-driven towards achieving goals, improving self and team performance
- Service-minded with strong understanding of roles when representing a company
- Approachable and a great team-worker - adaptable and open-minded

EDUCATIONAL BACKGROUND

- 2003-2005 **Master of Business Administration, University of Technology Sydney**
Major: Marketing
- 1998-2002 **Bachelor of Arts (Political Science), Thammasat University**
Major: International Affairs
- 1993-1997 **High School Certificate, Satriwittaya School**
Major: German

CAREER HISTORY

- Dec 2013 – Current - **Business Development Manager**
DHL Supply Chain (Thailand) Ltd. – Logistics, Warehousing and Domestic Transport
- Nov 2012 – Nov 2013 - **Business Development Manager**
DHL Express International (Thailand) Ltd. (DHL eCommerce) – E-Fulfillment and International Shipment Delivery
- Apr 2010 – Oct 2012 - **Business Development Manager / Client Relation Manager**
DKSH (Thailand) Ltd. – Distributor and Logistics for Healthcare Industry
- Mar 2009 – Mar 2010 - **Business Development Manager**
Teleinfo Media Public Company Limited – Advertising / Telecom Industry
- Feb 2006 – Feb 2009 - **Senior Product Development Executive**
Teleinfo Media Public Company Limited – Advertising / Telecom Industry

KEY CAREER ACHIEVEMENTS

- Acquired a number of new customers (for instance, the world's most well-known coffee shop brand and one of the most famous French café brands) to provide logistics solutions mainly around setting up and operating a multi-temperature controlled Distribution Center, Order Fulfillment Service and Domestic Transport Service (Delivery to Store).
- Explored and penetrated into a various new markets Including Quick Service Restaurant, e-Commerce, Fashion Retail, Healthcare Retail and Home Furniture.
- Managed sales team to peruse target leads within the e-commerce to provide international mailing and parcel service and acheived budget requirements.
- Posed strong management and coordination skills within internal teams at a country and regional level in order to achieve expected results and sales target.
- Established good relationships and driving initiative projects with key strategic partners in the e-commerce industry.
- Initiated and acquired to provide an e-commerce integrated IT and logistics solutions for a world leading prestige cosmetics and skin care company.
- Acquired to provide a re-structured sales and supply chain process for a world leading skincare company with focus in a hospital channel.
- Effectively collaborated with a regional business development team to help a well-established local pharmaceutical company in Thailand to expand their business in emerging markets.
- Developed a new product 'Home YellowPages', a directory guide for home improvement, and successfully achieved the sale target.
- Liaised with an Online Marketing Team to develop and launch new online products such as directory search application on mobile and SMS search.
- Set up cross-selling with overseas media agencies - MediaNusa in Singapore, PCCWDL in Hong Kong and TMP Magnet in the UK.

WORK EXPERIENCE

1. Business Development Manager – DHL Supply Chain (Thailand) Limited:

- Responsible for the development and growth of the retail sector in the company by approaching various companies in Food Retails, Quick Services Restaurants, Fashion, Sport, IT and other sub-sectors in retail to provide logistic solutions for their traditional channel as well as online channel.
- Identifying source of lead according to company's vision, approaching them and building connections with the right contacts within the target companies.
- Qualifying business opportunities and designing the right service offerings within supply chain and logistics management for large, medium-sized and e-commerce businesses and customise design to meet distinct requirement.

- Establishing sound negotiation from closing the deals to contract arrangement.

2. Business Development Manager (DHL eCommerce) – DHL Express International (Thailand):

- Identifying and providing guidance on source of lead, strategic clients and ensure they are converted into customers by the sales team and self in a timely manner.
- Managing a customer portfolio of MNCs, Resellers, Wholesalers, Key Accounts and SMEs customers via meetings and seminars to ensure customers' expectations and satisfactions are fully met and issues are timely solved.
- Monitoring and analysing key customers data (shipment profile) to measure success and identify fluctuations and trends in order to take appropriate actions.
- Managing the Sales Team, Customer Service and Operation Team to ensure business directions and objectives are clear, and they are coached and motivated to happily work for the company and deliver expected results.
- Developing a working relationship with relevant internal departments both in the country and at the regional level within Commercial, Operations and Customer Services to improve communication.
- Producing and presenting monthly sales performance statistics and industry information for management review and evaluation against target and KPIs, and cooperatively seeking ways to ensure target revenue and presence of the brand will be achieved.

3. Business Development Manager / Client Relation Manager - DKSH (Thailand):

- Identifying, evaluating and acquiring new business from existing clients and new prospects in healthcare and consumer health industry.
- Identifying new business opportunity and develop a new business model and processes based on prospect requirements and company facilities and capabilities.
- Acting as a key account manager to improve service level for business partners.
- Preparing and leading monthly business review meeting with business partner management teams to review market situations, sales and operations performance.
- Influencing a streamlined process in logistics and supply chain to ensure the highest efficiency for business partners in order to enhance competitive advantage.
- Negotiating with business partners' management to excel company operation and cost efficiency projects.