

# Mr.Itthiphol Jittikornyutthana

66/66 Soi Ladprao 80 Ladprao Road Wangthonglang Bangkok 10310

Mobile phone: (668) 6612 4249

Home phone: (662) 932 6133

E-mail: itthiphol.sri@gmail.com



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## **Career Objective**

To obtain a position of responsibilities that utilizes my professional skills, experience and educational background in Marketing and Management which would enrich my knowledge and capacities.

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## **Summary of Qualifications**

- Enthusiastic, Optimistic and Efficiency
- Outgoing and service-mind person
- Ability to establish good working relationship with co-workers
- Good personality and interpersonal communication skill
- Be able to work in both of group and individual with high responsibility
- Capable of rapidly decision making with excellent problem solving skill
- Work well under pressure and deadline
- Good time management

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## **Academics Background**

2008 - 2010	<b>Assumption University of Thailand</b> Master of Business Administration Degree Majoring in General Management
2002 - 2006	<b>Assumption University of Thailand</b> Bachelor of Arts Degree Majoring in Business Japanese, Minor in Marketing
Before 2001	<b>Saint Gabriel's College, Thailand</b> Sciences - Mathematics Program

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## Professional Experiences

Company : **Bertram Chemical (1982) Co.,Ltd**  
Position : **International Business Development Manager**  
Period : **November 2015 – Present**

- Territory in charge: Malaysia, Hong Kong, Philippines, Myanmar, Japan, Korea, Germany, and Netherlands.
- Exploring new opportunities and expand the market of **"Siang Pure"** and **"Peppermint Field"** brand.
- Dealing with local and international distributor company in the responsible countries for OTC/Medical/FMCG business.
- Identifying new business opportunities in general trade and modern trade channels in the assigned countries in detailed.
- Building and maintaining long-term relationships with overseas based both partners and distributors.
- Presenting new products and services to current customers and enhance existing relationships.
- Screening potential business deals by analyzing the market, deal requirements, potential and financials as well as evaluate options.
- Identifying opportunities for campaigns, services, and distribution channels that will lead to an increase in brand awareness and sales.
- Developing budget for company's sales and marketing activities, concentrating on integrated marketing communication and budget efficiency to drive company sales and branding.
- Developing ATL&BTL Marketing Strategy to achieve defined business target and objectives across all products in assigned market.

Company : **DHA Siamwalla Limited**  
Position : **International Sales and Marketing Manager**  
Period : **November 2014 – July 2015**

- Developing current business and new business with customers through **sales** and **marketing** function.
- Responding and communicating with customers in term of business development, customer relationship, complaint and problem solving, and order discussion.
- Conducting annual sales target and efficiently executing sales plan to achieve target.
- Coordinate the planning and execution of international workshops with the host country distributor or independently as needed.
- Assisting in driving the individual business partner's marketing and sales plans, installed base utilization, and all associates materials and programs.
- Coordinating and assisting in fulfilling business partner's requests and requirements including quarterly forecast reports, marketing plans and reports and other business requirements.
- Applying Product Strategy to choose the key items for penetrate in market and maximize benefit.
- Conducting marketing strategy and marketing plan to build company's product and brands in the market.
- Developing client's operation plan; Distribution Channels, Products Knowledge, Sale & Marketing Plan and etc.
- Building and maintaining long-term relationships with overseas based both partners and distributors.

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Company : **Bangkok Rubber Public Company Limited**  
Position : ***Business Development Assistant Manager*** (1.5 years)  
: ***International Sales and Marketing Assistant Manager*** (4.5 year)  
: ***Brand and Marketing Supervisor*** (1.5 years)  
Period : **April 2008 – October 2014**

### ***Business Development Assistant Manager*** (yr.2013- yr.2014)

- Prospecting for potential new overseas clients and turn this into increased business.
- Collaborating with R&D team and international clients in order to achieve the target, which are developing new product in the market, developing a special make-up product in the market, developing salesman samples.
- Attending industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Addressing and solving the problems professionally and promptly respond to the client's requirements.
- Negotiating and taking care of prospective international customers to increase sales volumes and business opportunities.
- Feasibility study and scenarios analysis to determine appropriate business model for efficiency investment.
- Generating and analyzing competitive Price Structure with proper margin for expanding business's opportunity.
- Analyzing the selling price to get maximize organization's profit and also sustain business relationship with key customers.
- Analyzing opportunities to develop and attract new potential customers for more investments in the organization's business.

### ***International Sales and Marketing Assistant Manager*** (yr.2009- yr.2014)

- Interacting with OEM, ODM and OBM international customers/prospects for the purpose of marketing and selling, evaluating performance and strength, delivery of customer product training, negotiating agreements, supporting customer product integration, and sales planning and forecasting.
- Coordinating with business development manager to drive growth and achieve all targets and for OBM, ODM and OEM channels.
- Analyzing and identifying opportunities to secure new businesses from OEM, ODM domestic and overseas customer base and optimize profit and increase revenues.
- Identifying new markets to widen market base for enhanced revenue and profit generation.
- Manage pricing, deal pricing and other sales proposal activities and provide support to support marketing department.
- Providing an interface with senior management and junior staff regarding value based product proposal and marketing to ensure optimized OEM and OBM Sales.
- Supervise and provide training to all sales personnel to achieve company profit generation targets.

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- Analyzing markets to obtain latest trends, customer needs, competitors' position and depth of customer base to re-design marketing strategy.
- Collaborating with engineering team to identify customer requirements for translating them into product specifications.
- Collaborating with research and development department to design new services and products for enhancing business growth.
- Ensuring completion of all commercial contracts with external agencies adhering to commercial terms and market conditions.
- Attending domestic and overseas tradeshows to provide sales support, generate leads, strategies and strengths of the competition, identify new market and customer opportunities, and evaluate the success and perception of organization products.
- Comparing monthly sales results to goals and take corrective action where necessary.
- Interfacing with Product Management to provide customer feedback on product performance.

### **Brand and Marketing Supervisor** (yr.2008- yr.2009)

- Establishing the brand in the market by working closely with product management department and sales department.
- Analyzing market potential, market opportunities and finding the way to approach and penetrate the market.
- Positioning brand in the market by working corporately with IMC and PR Agency (outsourced).
- Analyzing the appropriateness of conducting advertisement, PR and Publicity in terms of budgeting and timing.
- Analyzing and monitoring the consumer's insight (needs, attitudes and etc.) to expand market and product line development.
- Assisting marketing manager to create brand awareness by conducting the suitable IMC and do PR activities (mostly "below-the-line") in both domestic market and international market.
- Expanding market potential both domestically and internationally.
- Coordinating with Product development department to create and differentiate new product in to the market.
- Coordinating with Sales Department to improve distribution channels and increase sales volume.

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Company : **ALIE-F Company Limited**  
Position : ***Brand and Marketing Executive***

Period : **April 2006 – March 2008**

- Assisting marketing manager to project annual sales and marketing plan.
- Assisting marketing manager to communicate and negotiate with M/T distribution channel; Boots, Watson, Propaganda, Loft, and some of Drug stores chain.
- Assisting marketing manager to create brand awareness by conducting the suitable IMC and do PR activities (mostly "below-the-line") in both domestic market and international market.
- Assisting marketing manager to analyze and implement potential marketing communication tools; trade shows, Point-of-Purchase, catalogs, and etc.
- Assisting marketing manager to increase sales volume by going exhibition, conducting marketing campaign, expanding market potential and prospect clients.
- Assisting marketing manager to communicate with international customers.
- Coordinating with Public Relation agency to support work flow of marketing communication.
- Coordinating with product development team to launch new products

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## **Skills, Languages and Applications**

Computer literacy: Proficient in Windows, MS Office Application (Word/Excel/PowerPoint/Access)

Language: Fluent in English Communication (Speaking/Listening/Reading/Writing)  
Fair command of Japanese (Speaking and Listening)

Driver's license: Possess own car and driver's license

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## **Reference**

1. Mr. Tanakorn Pimtanotai  
Head of International Business Department, Bertram Chemical (1982) Co Ltd  
Telephone: (66) 94 254 1989
  2. Mr. Visanu Voranitinun  
Business Unit Director, DHA Siamwalla Limited  
Telephone: (662) 668 0123
  3. Mr. Kittinun Panichakrai  
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Telephone: (662) 689 9500
  4. Ms. Paiyada Chinvetchakitwanich  
Deputy Managing Director, Bangkok Rubber Public Company Limited  
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