

# Onnida Aditapsatit

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## PROFESSIONAL SUMMARY

A quadrilingual professional with highly diversified international experience in B2B business development, sales, strategy, project management, and relationship management in IT, internet, mobile and FinTech industry with a proven track record of sales and project management achievements in both startups and corporate environment. A highly self-motivated allrounder with excellent strategic thinking, problem solving, communication, and negotiation skills; an entrepreneurial spirit with a full passion on mobile internet and technology.

## PROFESSIONAL EXPERIENCE

### Playbasis (Thailand) Co Ltd

#### Business Development Director

Bangkok, Thailand

May 2016 – Present

- Leading an international business development and strategy teams dedicated to grow and to expand businesses of gamification and engagement mobile platform in Southeast Asia and international markets; defining and executing the corporate strategy, recruiting and developing the department by ensuring the high performing employees.
- Identifying, qualifying and executing partnerships, developing, closing deals and overseeing key accounts (focusing on financial services and telecommunications industry for mobile payments) in order to accelerate the revenue growth.
- Representing the company in meetings with senior and C-level executives clients, business partners, and investors.

### Kimia Solutions

#### Business Developer for Cost per Installs (Post-MBA Internship)

Madrid, Spain

September – November 2015

- Developed and executed strategic plans for the mobile applications and digital marketing industry while working with social media influencers in a start-up environment.

### GT Linkers

#### International Recruitment Consultant (MBA Internship)

Madrid, Spain

May – July 2015

- Managed a full consultancy and recruitment process for a fast growing and young start up, with an international scope supporting requirements from the clients on highly-demanding Technology and Finance Professional Services fields.

### Covisint (Shanghai) Software Service Company Ltd

#### Sales/Project Manager/Customer Support Analyst

Shanghai, China

April 2010 - February 2014

- Expanded and grew business in the Thailand/Southeast Asian markets, successfully closing over 100 deals in Thailand and other regions (generated sales valued 890,000 USD in 4 years for new markets)
- Led and managed successfully over 140 EDI (Electronic Data Interchange) project Implementations between Ford and General Motors and all their tier-1 and tier-2 suppliers in Thailand and overseas such as Southeast Asia, India and Russia etc.
- Bridged diverse cultures within company and between clients, as well as managed and developed relationship with new and existing customers.

### United Union Parts/Green Filter Company Ltd

#### Assistant to Export Manager and President

Bangkok, Thailand

May 2007 - July 2008

- Managed successfully new customers in America, Europe and Middle East; maintained relationships with existing customers and coordinated with suppliers in China, shipping agents and forwarders.
- Handled every aspect of the exporting process such as offering and negotiating quotations, shipping documents etc., while ensuring customer satisfaction through after-sales services and represented the company on commercial events.

### The Nation Public Company Ltd

#### Journalist (Summer Internship)

Bangkok, Thailand

April - May 2006

- Researched, conducted interviews for, and wrote 10 news pieces published in The Nation, the most prestigious English newspaper in Thailand, on human rights and social issues.

## EDUCATION AND AWARDS

### IE Business School

International MBA (Ranked No. 12 worldwide by the Financial Times in 2016)

Madrid, Spain

April 2014- May 2015

- Awarded Young Talents from Asia Pacific Scholarship
- Focus on General Management, Entrepreneurship, Strategy, Economics, Finance and Marketing
- Winner of Social Entrepreneurship Business Plan of the Year 2014 (Tire Recycling Business)

### Yale School of Management, Yale University

MBA Short Exchange Program: Global Network for Advanced Management (GNAM)

New Haven, USA

March 2015

- Been selected to attend Behavioral Economics, Finance and Marketing courses

### Thammasat University

Bachelor of Arts (Honors), Southeast Asian Studies

Bangkok, Thailand

June 2003-February 2007

## LANGUAGES | SKILLS

Thai (Native) | English, Mandarin (Advanced) | Spanish (Limited professional proficiency) | Korean (Beginner)  
Salesforces | MS Office | Multilingual Public Presentation | Building Relations | Gamification

## MULTI-TALENTS | OTHERS AWARDS & ACHEIVEMENTS

**Singer** (the Winner of IE Talent Show 2014) | **Salsa dancer** (Silver Medal in European MBA Tournament 2015 Paris and Top 12 Finalist of World Dance Championship) | **Photographer** (Finalist of IE Foundation Prizes in photography category) | **Model** (Published in Vogue Italy, May 2015) | **Trilingual MC** in English, Mandarin and Thai (Audi R8 LMS Cup 2016) | **World traveler and explorer** (lived, studied and worked in Thailand, China, USA and Spain ; visited 28 cities across Asia, Europe and America.