

THERESA MATHAWAPHAN

ธีรสา มัทวพันธ์ (จำ)

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**** PERSONAL INFORMATION**

Date of Birth : 13 Aug 1974
Nationality/Race : Thai
Marital Status : Married with 1 son (12 years old)

**** EXPERIENCE SUMMARY**

Senior management experience in Online Business & Service, E-commerce, Business Strategy, General Management of Company, and Business Administration including both front and back-office management, especially competent in International Business management.

Strong Business Development and Strategy, with consulting experience.

Communicate and present well with clients at every level (Executives and officers).

Have technology background, can work in technology-related projects.

Handled more than 60+ projects as team leader (International and Thai projects), including managing, planning and budgeting of projects.

Most experienced sectors – E-commerce, IT, Internet, Online, Telecom, Digital, Gaming, Property management, Industrial Park, Science Park

Experienced fields – Strategic Management, International business, Technology and Business Development, Customer Support, and CSR

**** EDUCATIONAL BACKGROUND**

2001 KASETSART UNIVERSITY, THAILAND
• Mini-MBA

1996-1998 THE GEORGE WASHINGTON UNIVERSITY, WASHINGTON, D.C., USA
• MS in Electrical Engineering (Major: Communications)
• GPA: 4.00
• Scholarship Student

- 1992-1996 THE GEORGE WASHINGTON UNIVERSITY, WASHINGTON, D.C., USA**
- BS in Electrical Engineering
 - GPA: 3.94 Awarded Dean's List - 7 semesters
 - Scholarship Student
 - Member of Tau Beta Pi, DC Gamma Chapter / Golden Key National Honor Society
 - Outstanding Academic Achievement Citation by the School of Engineering and Applied Science, the George Washington University.
- 1991-1992 LANGLEY HIGH SCHOOL, VIRGINIA, USA.**
- Grade 12
- 1985-1991 BODIN DECHA HIGH SCHOOL, THAILAND**
- Grade 7-11

❖ PROFESSIONAL WORK EXPERIENCES

5. aCommerce (Southeast Asia) – based in TH (HQ) – End-to-End ecommerce solution provider

❖ Vice President – Corporate & Business Development (May 15 - Present)

- Business Development / Sales lead generation / Sales and up-selling strategy
- Strategic management and setting up consultant framework and process of life-time-value accounts.
- Supervise team of Business consultants and Account managers.
- International / Regional / Local E-commerce Solutions to Brand clients
- E-commerce Solutions related ; Performance Online Marketing (Google partner, FB, EDM, other tools), Logistics (Fulfillment and delivery), Customer service, Channel management, Web-store development (IT).
- Business Development tools and data analysis. Customer Business Intelligence data analysis.

Main Achievements

- Lead generations – 200 Global and Regional brands companies
- Built team of specialized end-to-end consultants
- BI Data analysis of Sales lead and report – CRM tool
- Monthly Revenue 50 MB. (as of dec. 2016) – TH only

4. Ini3 Digital PLC. – Online & Mobile Games / Mobile Applications / Ventures in Start-ups

❖ Vice President – Operations (June 13 – May 15) staffs under: 80

- Oversee all business operations functions – projects implementation / marketing / sales / customer services / quality control / localization of games
- Strategic Plans of growth of company
- Projects and Resource allocation management – (20+ games and 10+ additional projects)
- Mobile and Digital Marketing (all channels, FB, websites, search tools)
- Creative & PR – Branding, Events management, E-sports, and CSR program
- Payment channels (Electronics wallet, credit card, cash card, etc.)
- Change management and planning
- Budget approval
- Compliance with external and internal auditors
- Manage results with tech start-ups (investees) of company

Main Achievements

- Sales 300 MB. Annually (online games)

- Digital and Online Marketing – (all analytical tools and measurement – CPA, CPC, CPI, etc.)
- Customer Support & Service – best service in the industry
- CSR program “Ini3 We Care” – Awarded “Best Corporate Social Responsibility” Award to Ini3 Digital in 2013, by Thailand Game Show Festival
- Productivity increased 50% (time & resource) on all functions
- Set up Business Intelligence (BI) tool – Online marketing / performance analysis system

3. WebOn (Thailand) Ltd. (a Norwegian Company) – E-commerce / Software / IT

❖ Country Manager (July 12 – June 13) staffs under: 35

- Oversee all business Administration – budgeting, finance, legal, general admin
- Growth strategy
- Projects and Resource allocation management
- Change management and planning
- Human Resource Strategy and HR management
- Quality Assurance (for software product)
- Training system for HR development

Main Achievements

- Set up Knowledge management and training system. (specific knowledge of company)
- Set up Quality Assurance process and function. Built QA team.
- Set up HR strategy, including staff benefits (health insurance, provident fund)
- Strategic committee

2. Advanced Research Group Co., Ltd. (ARG)

❖ Deputy General Manager (July 11 – June 12), AR Soft and iBOL (2 Business Units of ARG) – Software company staffs under: 60

- Business Strategy, financial section, public relations
- CMMI level 3 achievement (Quality Assurance certificate for software development)
- International Business and interactions with international consultants
- Oversee all projects management and resource-allocation of projects
- Human Resource management and development
- Oversee all back-office tasks, i.e. accounting, finance, legal, general administration

Main Achievements

- Implement and achieve a certified CMMI level 3 achievement for software development of the business unit (International standard similar to ISO on manufacturing)
- Examples of Projects run – project for Office of Insurance Commission (OIC), project for Department of Business Development (DBD), project for National Science Technology and Innovation Policy Office (STI)
- Management committee / Business Strategy

1. National Science and Technology Development Agency (NSTDA) – 13 years total

❖ General Manager (Feb. 11 – July 11), Thai Business Incubators and Science Parks Association: Thai-BISPA (co-founded by NSTDA)

- Manage overall strategies and activities of Association, including member recruitment and member activities, such as seminars, trainings, and group delegation.
- Oversee all back-office tasks, i.e. accounting, finance, legal issues, human resources
- Operate and secretariat Association’s Executive Board meetings

Main Achievements

- Set up business strategy of association (self-sustained)
- Received funding for association – from commercial banks (3 banks / 1 M.B. per bank)
- Marketing strategy for incubators
- Received Funding for incubators

❖ **Business Development Manager (Jun. 09 – July 11), (Oct.04 – Nov.05), THAILAND SCIENCE PARK**

Team leader in

- Consultant to Korean companies to locate in Thailand in Project “Korean Technology Business Incubator”.
- Consultant to Amata Corp. in establishment of “Amata Science City”, including partly working with Spanish Consultant.
- Preparation of organizing IASP Asia-Pacific 2012 Conference in Bangkok.

Main Achievements

- MOU contract arrangement between Thailand-Korea.
- Strategic Plan and Economic Impact Evaluation of Thailand Science Park.
- Business Plan of Thailand Science Park (Technology Business) Incubator, working with German Consultants. Project named “Technology Management and Innovation in South-East Asia/Thailand”.

❖ **Consultant (Apr.07 –Jun.09), APEC CENTER FOR TECHNOLOGY FORESIGHT**

- Lead Consultant Project “How to prepare Thailand for the 5 Emerging Issues (Global warming, Mature society, GMOs, IT, Nuclear energy)” to the National Economic and Social Advisory Council (NESAC).
- Lead Consultant Project – “Scenario planning for the future of CDG Group” (40-years Thai IT leader company).
- Team lead in focus group – Consultant Project “Universal Health care in Thailand” of Health Insurance System Research Office (HISRO).
- Team lead in focus group – Consultant Project “Agro-Industry foresight Project” of Kasetsart University.
- International Conference (APEC-Wide project on Roadmapping Converging Technologies to Combat Emerging Infectious Diseases (EID)).
- International Conference and workshop on “City foresight”.
- Managed and coordinated of “International Advisory Board” of APEC Center.

Main Achievements

- Strategic Plan / Foresight plan of each project

❖ **Business Development Manager (Dec.05 –Apr.07), SOFTWARE PARK THAILAND**

Team leader in

- Strategic Consultant Project “Go-to-USA Market” to support Thai software companies to expand business in USA, working with American consultant.
- Consultant to International IT companies who would like to locate or find partners in Thailand.
- Business Matching programs of Thai and International companies, i.e., Program “Industrial parks road-shows” where Thai companies are brought to exhibit to potential clients in Industrial Parks, together with seminar sessions.
- Manage many seminars to educate potential IT users/clients in different sectors.
- Collaboration projects with International counterparts (i.e. Europe, Malaysia, Philippines).
- Public Relations of Software Park Thailand (i.e. Software Park Newsletter).

Main Achievements

- Go-to-USA Market → a project to market products of 10 Thai companies to USA market
- Business Matching. Total valued 700-1000 M.B.

❖ **Project Manager (Jun.02 – Sept.04), NATIONAL SCIENCE AND TECHNOLOGY DEVELOPMENT AGENCY (NECTEC)**

- Team leader in Project “Internet Information Research (IIR)”.
- Speaker and delegate in meetings of APEC-TEL and APAN (Asia Pacific Advanced Network) in other countries.
- Coordination with International counterparts (USA, Japan, etc.)

Main Achievements

- Research results of “Internet Information” – how network infrastructures layout in Thailand, and the performance & usage of Internet in Thailand.

❖ Head of Marketing and Sales Department (Dec.98 – May02), GOVERNMENT INFORMATION TECHNOLOGY SERVICES (GITS)

- Business Development and Marketing Strategy.
- Consultant to Government agencies in their IT-infrastructure plan, for example, Internet and Intranet networks, and software solutions.
- Oversee Marketing and Sales team.
- Team lead in organizing Seminar “CIO Conference (e-Government in Action)” to educate government CIO, and other seminars.
- Public Relations for GITS.

Main Achievements

- Achieved about 50 M.B. in revenue in 1 year (first year of operations)
- Opened up sales channels of about 80 agencies/organizations.
- Committee in “Government IT Awards 2000”.