

Faa Praharnpap

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A well-rounded leader with over 15 years of experiences in online travel through past and current roles from Business Development, IT Management, Digital Product Management. Offers expertise in online shopping life cycle, conversion rate and funnel optimization.

PROFESSIONAL SKILLS

- Leadership
- Building Relationship
- Digital & Online Product Management
- Entrepreneurship
- Business Acumen
- Agile Project Management

PROFESSIONAL HISTORY

HOTELS.COM *An Expedia Inc. company; acquired Wotif Group in 2014*

Director, Hotels.com Portals

Jan 2015 – present

Propelled into full P&L role with overall management/operation over Hotels.com Portals with its 40+ destination websites including *bangkok.com, phuket.com, bali-indonesia.com*. Reporting to Hotels.com APAC Vice President in Hong Kong.

- Challenged with mandate to plan and execute both strategic and tactical growth strategies including development of new revenue streams and monetization of large volume of site visits.
- Lead a team of 20 comprising content creation, marketing, designers and IT personnel. Set entrepreneurial culture and close-knit team for high performance and low turnover.

WOTIF GROUP *No. 1 travel company in Australia; acquired Asia Web Direct in 2008*

IT Director - Asia / Acting Executive General Manager (Dec 2014 onwards)

Nov 2007 – Jan 2015

As Acting EGM:

- Lead a team of 100+ comprising content creation, marketing, product management, customer support, IT engineers and operations personnel.
- Facilitated business transition of Wotif to Expedia post-acquisition including **major IT infrastructure revamp for integration of Asia Web Direct with Wotif Group**.

As IT Director - Asia:

Collaborated with CIO in Australia and Asia Executive General Manager on operations, strategic planning and execution in Asia; involved in executive decision-making for all digital solutions projects from selection of technology to business case development and costing, supporting growth of company.

- Held oversight of all aspects in IT Management for Asia including Agile software development and IT Operations, delivering solutions adhering to both technical standards and strategic business requirement.
- Led a team of analysts, software developers, testers, IT operations personnel. Set culture of excellence and collaboration across functions for high performance and low turnover, achieving all project deliverables on time and target.

- Juggled project management, service delivery, business continuity plan (BCP) and disaster recovery (DR) Program for Asia; ensured compliance to Payment Card Industry Data Security Standard (PCI DSS).
- **Drove IT projects in APAC;** drove full project lifecycle (strategy, design, development, testing, and implementation), trimming complexity by centralizing inventory and rates.
- **Successfully obtained buy-in from top management** to approve deployment of Asia-specific strategy and business processes, leading to minimizing of risks and increased responsiveness to market changes.
- **Embarked on site analytics and testing** to achieve ecommerce KPIs; used A/B and multivariate testing to drive growth in site conversion and user engagement while reducing bounce rate.

ASIA WEB DIRECT CO. LTD. *Online travel booking platform*

Director of Online Product	2003 – 2007
Product Manager	.
Travel & Tours Manager	.
Programmer	2001 – 2003

Initially recruited as Programmer to design, develop and maintain Web solutions on LAMP. Progressively promoted to business development role, leading new business unit specializing in online sales of **tour & activities and accommodation**; rapidly grew business from scratch to become a key revenue generating unit and an attractive acquisition targets.

- **Sourced and developed new products based on differentiated business models** including Thailand, Singapore, Bali, Hong Kong; effectively diversified risk.
- **Led and managed execution of digital marketing campaigns.**
- **Built strategic relationships with tour operators, destination management companies in Southeast Asia**

EDUCATION

MSc in Information Technology, Computer Science Department
Queen Mary and Westfield College, University of London, 1996

BA in English, Faculty of Liberal Arts
Thammasat University, 1994

AWARDS & RECOGNITION

Nominated and awarded “Care Value Champion” for Wotif Group in 2013. Also received staff nomination for “Inspire Others” and “Get Stuff Done.”