

VISIT YINDISIRIWONG

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Personal Information

Age: 39 years old

Date of Birth: June 8, 1976

Place of Birth: Bangkok, Thailand.

Weight: 70 kg.

Height: 171 cm.

Marital status: Married with 2 children

Religion: Buddhist

Address: 701/2002 Soi Pattanakarn 30, Suanluang, Bangkok, 10250

Executive Summary

- Seeking Global or Regional senior manager level, with position in General Management, Corporate Strategy and Business Development in an organization with strong strategic growth objectives in e-commerce, sales channel and / or retail expansion in Asia region.
- Dynamic and highly organized business executive with exceptional project management track record. Accustomed to delivering individually or as part of a team with stakeholders at any level ranging from local to international players, government or private sector.
- 6+ years corporate experience directly overseeing luxury retail and hospitality development projects from concept through to completion; 4+ years being an entrepreneur, co-founding and running a start-up,
- Proven record of success growing revenues, improving operations, and managing costs with P&L responsibility at all current and previous companies.
- Fluent in spoken English and intermediate level for Mandarin Chinese.

Personal Milestones

- Recently achieved 250% of yearly sales target by expanding business mobiles, tablets, gadgets, electronics, sports and outdoors, automotive and tools business verticals.
- Re-organizing and leading an online travel insurance unit with Thai AirAsia, increasing existing customer retention while growing increasing overall revenue.
- Setup and operate mobile repair service together with innovative start-up business for water resistant coating technology store within timeframe and under budget.
- TV interview on Woody Kerd Ma Kui and Channel 9 morning talk show.
- Create and managing on marketing content for Instagram and Facebook with proven record of followers over 10k under 1 year, current LinkedIn account over 1,000+ professional connections.

Career Experience

General Manager, Online Merchandising

June 2015-Present (1y)

Central Online Public Company Limited (Bangkok, Thailand)

Leading Online Shopping website with over 80,000 products assortment across 19 categories with motto "Shop with Confidence" our commitment to delivery products with in 24 hours and become a top 3 online shopping site within year 2020.

- Lead, the mobiles, tablets, gadgets, electronics, sports & outdoors, automotive, tools and accessories business involve with visual merchandising and promotion of the brands or products to maintain effective both internal and external communication to be aligned with agreed direction.
- Increase sales volume from below 80 mil to 280 mil with in 6 months representing 250%.

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- Increase in revenue and increase products listing from below 1k to over 10k SKUs with more than 300 brands while reducing aging inventory by minimizing credit assortments to buying from existing vendors as consignment, manage a team of 10 people
- Responsible to study market trends update and requirement to support brand and product development and implementation strategies in line with business direction.
- Negotiate and keep optimal relationship with suppliers or stakeholder to be ensured that company would take appropriate term to achieve both sales and margin plan.
- Build and realize significant market share profitability across that market through product sourcing, selection, supplier management, stock management, stock management, promotion management and marketing.
- Keep abreast of competitor activity, consumer trends, making recommendations to the management team of further strategies.

VP Travel Products

November 2014 - April 2015(6m)

Thai AirAsia / Tune Protect (Bangkok, Thailand)

Lead and manage existing team and supervising as to execution the digital channel sales on all aspects to increase revenue of AirAsia Travel Protection products and services.

- Retain and develop current accounts to increase revenue.
- Function as a main contact to communicate at the senior level to build and maintain relationships.
- Supervise team in their daily activities, provide structure and instruction for balancing their workloads, motivate, mentor, and guide professional development.
- Actively participate and guide the operations and future course of division and digital sale channel.

Co-Founder and General Manager

November 2013-January 2016(2y3m)

Hashtag Store at 4th fl Central World (Bangkok, Thailand)

Start the Thailand 1st retail store to operated in premium shopping mall (Central World) by offer customers the best protection and repair service for Apple iPhone and Samsung Galaxy Note and S model, with extra water resistant feature to prevent accidental water damaged by coating a special chemical on top of external and internal mobile phone parts.

- Responsible for end to end setup and commercial deployment including fund raising, technology vendor audit and selection, retail build up, staffing, and marketing.
- Full P&L responsibility, grew business from 0 to 1 million revenue within 9 months to become operational profitable.
- Provide team direction to ensure quality of service and merchandise selection with highest standard.
- Hands on with all offline and online on content marketing and all campaigns, prepare Google SEO and GDN to promote weekly campaign, executed sales promotion mechanic and keep record for further analysis. Setup and manage social media with chat such as Line, Facebook Messenger, Facebook Fanpage, Instagram account and YouTube Channel.

Project Manager, Central Embassy Park Hyatt

January 2008-October 2013(5y10m)

Central Retail Corporation Ltd (Bangkok, Thailand)

A pioneer member to be on board for Central Embassy and Park Hyatt project from inception of project through to execution of construction, have great opportunities to

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develop a new shopping mall concept for Robinson Lifestyle Center Trang and later to become a project manager for Central Festival Phuket.

- Overseeing operational work from inception of project through to execution of construction, coordinate and liaised with overseas team and local team.
- High level coordination with stakeholders involved ranging from local and international players, government and private sectors – real estate, legal, finance, shop builder, design and architect, contractors, etc.
- Prepare overall contraction program and coordinate planning with all relevant parties.
- Inspect construction site, ensure compliance with the design specifications.

Project Manager, New Residential Project **September 2006–December 2007 (1y4m)**
Nakamura International Co., Ltd. (Bangkok, Thailand)

Lead in setting up three key projects for new service apartments. Work task include developing and implementing the IT infrastructure and operation plan for all the projects and also the company needs. to raise the efficiency level for the company. Act as IT support and consultancy for all tenants under the care of the company's properties. Initiating and developing a database system used in collecting and storing all real estate projects for the company, also planned and managed the company's online marketing to support and increase awareness and implementation of marketing activities.

Administrative Manager **July 2003 – August 2006 (3y2m)**
The Plastic Product (2003) Co., Ltd. (Samutprakarn, Thailand)

Engaged in both planning and execution of all business strategies. Success included significance improvement to the company's financial situation upon joining. Coordinated and liaised with overseas suppliers and end consumers. Oversee and managed all departments within the company to ensure efficiency for the business, planned and developed all IT infrastructure for the company.

Qualitative Researcher **January 2002 – June 2003 (1y6m)**
Synovate (Bangkok, Thailand)

Engaged in all steps required of qualitative research. Client briefing, proposal generation, project management, moderation, analysis, and client presentations. Project management involved coordinating between different parties local and international to ensure a successful implementation of all research project base on provided international framework. Work in conjunction with the quantitative department of full research projects. Providing client service and consultancy for all Qualitative-related works.

Project Coordinator **January 2001 – November 2001 (11m)**
Intellimedia Inc. (West Chester, Pennsylvania USA)

Project Coordinator for the Development of learning media and marketing systems for the pharmaceutical and biotechnology Industries. Responsible for managing resource and work process between different departments to ensure completion of project within giving time frame and set budget. Making sure resource are utilized efficiently and effectively, liaising with clients to ensure that work is delivered within set timing as well as ensuring quality of work delivered.

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Operations Manager

January 1999 – December 2000 (2y)

Giganet Communication Co., Ltd. (Bangkok, Thailand)

Lead, VOIP telephony and web development business. Directed all operations of the company including business forecasts and planning, finances, customer relations, human resources, and negotiation, execution, and logistics. Responsible for 12 employees with 10 million bath investment. Reduced OPEX by 30% by reducing redundant headcount and shifting non-core business functions to external service providers.

Education

- Jul 1996 – Dec 1998 Griffith University, Gold Coast Australia, Bachelor of Multimedia.
- Dec 1994 – Dec 1995 Bond University, Gold Coast Australia, Foundation Course.
- May 1993 – Oct 1994 Queen College, Ratchaburi Thailand, Upper Secondary School.
- May 1991 – Apr 1993 Saint Dominic School, Bangkok Thailand, Secondary School.
- May 1985 – Apr 1991 Advantis Ekkamai, Bangkok Thailand, School, Primary School.

Certifications / Course / Forum

- Mar 2016 Persuasion & Convincing writing for Digital marketing
- Mar 2016 Change Management through Diversity
- Oct 2015 Consumer Generated Media & Creativity in Digital World
- Jul 2015 Performance Management System
- May 2015 True Business Forum 2015
- Apr 2015 Online Reputation Management
- Sep 2012 Problem Solving & Strategic Decision Making
- May 2010 Advanced Strategic & Visioning
- Oct 2007 KSME Care (Kasikorn Bank Small Medium Enterprise Intensive Class)
- Oct 2002 Informative Business Correspondence - Sasin Graduate Institute of Business Administration of Chulalongkorn University

Awards received / By Invitation Member

- Feb 1998 B.I.E. Mission of Enquiry and support of Gold Coast City bid for World Expo 2002
- The Royal Bangkok Sport Club Member since 2003

TOP Skills

Management, Project Management, Strategy, Business Strategy, Business Development, Marketing Strategy, Leadership, Negotiation, Marketing, New Business Development, Retail, CRM, Strategic Planning, Social Media Marketing, Marketing Communications, Business Planning, Budgets, Online Marketing, Sales, Online Advertising, Market Research, Business Analysis, Construction, Recruiting, Retail Design, Microsoft Office, Cost Management, Small Business Online, Operations Management, e-Commerce, Logistic, Insurance, Online Market Place, Mobile Site Design, Travel Insurance, Sales Presentations, Event Planning and Management and Cost Reduction.