

# Personal Profile Background.

## Personal Information

**Name :** Mr. Pararat Grunsuksie

**Address :** 5/1568 Moo.10 Bangtalad Pakkred Nonthaburi 11120

**Mobile Phone:** 099 254 1598 **Email:** pararats@gmail.com

**Date of birth :** 5 January 1978.

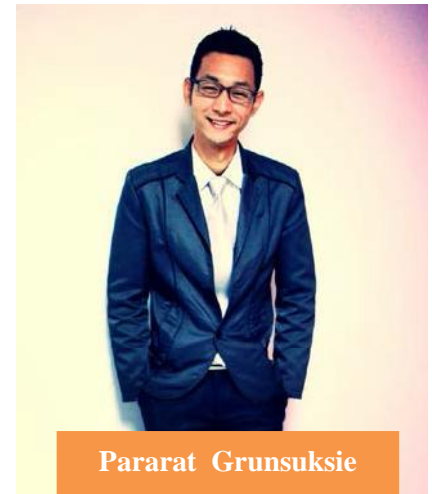
**Sex:** Male **Nationality:** Thai

**Religion:** Buddhism.

**Height:** 179 cm.

**Weight:** 60 kg.

**Military Status :** Exempted



Pararat Grunsuksie

## **EDUCATION**

King's Collage High School (Major : **Science**).

**Bachelor Degree :** International Business Administration.

The University of the Thai Chamber of Commerce ( **UTCC** )

**Master Degree:** CEO MBA : Logistic Management.

The University of the Thai Chamber of Commerce ( **UTCC** )

**Working Experience :** 16 Years.

-**WhatsAd Asia (Liquidata Co.,Ltd)** – Country Representative / EVP (Present)

- **HipFlat.co.th** – Vice President of Sales (2014 – 2015)

- **DD Property.com (All Media Property Co.,Ltd.)** - Training Manager (2013 – 2014)

- **Thai Groupon Ltd.** – Senior Marketing Consultant (2011 – 2012)

(Number 1 online collective buying power marketing website from around world.)

- **Natural Soul Spa Management.**- Asst. Managing Director (2010 – 2011)

(Spa : Consulting – Management – Training – Decoration – Training - Product)

- **Technogreen Co.,Ltd.** – Marketing Support (2005 – 2010)

(Environmentally Chemical Products for all Industries)

- **Aloha Resort & Spa Co.,Ltd.** – Front Office Manager (2002 – 2004 )

(Hotel & Resort, Koh samui, Surathani)

- **ITV PUBLIC Co.,LTD.**- Costume Designer.(1999 – 2001)

(Inside Entertainment TV Show)

## **COOPERATED SOCIAL & ACHIEVEMENT**

**Lecturer of University (DBU,TU, STOU) :** Marketing Strategy.

**Lecturer of New Entrepreneurs Creation (NEC) :** Marketing Strategy.

**University Guest Speaker :** Chulalongkorn University (CU) Co-Operated course program with Lake Forest Graduate School of Management (Chicago, USA) for Business Service Supply Chains.

**Guest Speaker :** Ministry of Public Health, Thai –German Association, Real Estate Investment Professional Forum.

**DEP :** 1 Of 5 Thai Spa Consultancy Company in CD Spa Custer.

**BrandNow Asia :** Entrepreneur Now 2015 : [goo.gl/QGa7ZM](http://goo.gl/QGa7ZM)

## **TRAINED**

DEP(DBD) : “ Brand Focus “

STA Hotel Management : “How to train the trainee”

Match Max Co.,Ltd. : “Computer network & E-Commerce”.

NOP International Thailand Co.,Ltd.: “Leader Training”

## Work Experiences = 16 Years



**Country Representative / Executive Vice President.**  
**Present, CBD Area, Bangkok, Thailand**  
**www.WhatsAd.asia – Liquidata Co.,Ltd.**

At Liquidata, we know today's elite clients' are highly intelligent, multi-tasking people, who have to cooperate with one another while constantly on-the-move. The WhatsAd System strives to provide a high mobility user-friendly platform whereupon clients will be able to access and broadcast their latest and hottest deals to their targeted audience.

*Business Categories able to working with us :*

- *Real Estate Developer & Agency*
- *Hospital, Clinical, Beauty & Wellness Services*
- *Accommodation Services.*
- *Travel & Leisure*
- *Shopping Mall & Entertainment Complex*
- *International Exhibition, Seminar & Training*
- *Funding & Investment*
- *Start Up & SMEs*
- *And many more...*

Responsible for :

- Ensure the staff maintain accurate, up to date account and opportunity plans
- Lead a team responsible for significant revenue numbers and the growth of sales
- Oversee the training and up-skilling of staff in the sales area
- Establish and grow partnerships with prospect segmentation and key clients
- Engage and strategize with senior level executives at client companies to demonstrate how WhatsAd Asia can develop media solutions for their clients and drive success to their business
- Identify and understand trends within client markets and industries
- General management and mentorship of the company members.
- Lead and manage a positive and respectful work environment
- Meet and exceed target revenue quota (quarterly)
- Focus on client retention, growth, renewal, and client satisfaction

**Vice President of Sales.**

**September 2014 – June 2015, Sukhumvit Area, Bangkok, Thailand**

**[www.hipflat.com.th](http://www.hipflat.com.th)**



HipFlat's ultimate goal is to build the world's best online real estate search experience for Southeast Asia and provide home seekers with as many insights into property market as possible, making it much more transparent and efficient than it is now.

We're like Google but for real estate. It is powered by a smart automated system that collects and processes offers from agents, developers, online classifieds and forums. There is no need for a home-seeker to search multiple websites because all the information is in one place.

Responsible for :

- Develop plans and strategies for developing B2C & B2B business and achieving the company's sales goals.
- Create a culture of success and ongoing business and goal achievement.
- Manage the sales teams, operations and resources to deliver profitable growth.
- Define optimal sales force structure.
- Hire and develop sales staff.
- Define and oversee sales staff compensation and incentive programs that motivate the sales team to achieve their sales targets.
- Define and coordinate sales training programs that enable staff to achieve their potential and support company sales objectives.
- Manage customer expectations and contribute to a high level of customer satisfaction.
- Define sales processes that drive desired sales outcomes and identify improvements where and when required.
- Compile information and data related to customer and prospect interactions.
- Monitor customer, market and competitor activity and provide feedback to company leadership person and other company functions.
- Work closely with the marketing function to establish successful support, channel and partner programs.
- Manage key customer relationships and participate in closing strategic opportunities.
- Travel for in-person meetings with customers and partners and to develop key relationships.



## **Training Manager**

**DDproperty.com – Subsidiaries of PropertyGURU Singapore**

**April 2013 – August 2014 (1 year 5 months) Silom, Bangkok, Thailand**

**Responsible for:**



Provides online Marketing for Property Agent learning and performance development leadership at DD Property GURU Academy Center (DDTH) & Onsite Related.

Consistently adds value by partnering with associates agency company-wide to assist in achieving the Property Guru Vision and the development of individual, team and organizational performance at DDTH.

- Responsible for the effective development, coordination and presentation of training and development programs for prospect agents.
- Assess property-wide developmental needs to drive training initiatives
- Produce ongoing learning and development programs including the development of new learning programs, tools and resources.
- Conducts needs/audience analysis, develops training objectives and course outline, and collaborates on instructional treatment to develop high-quality custom course work to meet customer needs.
- Perform quality assurance on instructional material in collaboration with Management
- Conduct roundtables with existing team members to ensure on-going training needs are being met
- Lead, manage and consultants in the development and implementation of learning and development programs, tools and initiatives.
- Coach managers, supervisors in the delivery and sustainability of program content.
- Provide leadership and consulting to teams that are addressing business and performance issues.
- Participate with management in analyzing and addressing Agency Opinion Survey, Customer Survey, Learning feedback, as appropriate. Participate in recognizing success and addressing needs.
- Support Sales team with any conversions and seminars and remain active in the event exhibition conversion/opening to ensure effectiveness of training.
- Remain current on trends, options, tools and best practices in training and development, including alternative media and approaches
- Provide leadership and consulting on organization-wide communication efforts.

**Senior Marketing Consultant (Team Founder of Marketing Consultant).**  
**December 2011 – May 2012**  
**Thai Groupon Ltd.**



**Responsible for:**

- Prospect, Consult with and finalize agreement with merchants on discounted offers for Company's website subscribers based on each business's product & services.
- Identify business, products and activities to be featured on Company's website, expanding the range of offers for the Company's subscribers.
- Present the company's service as a unique alternative for businesses to utilize as a way of acquiring new partners.
- Processing sales orders; processing and maintaining sales data in sales system.
- Coordinating between departments to complete project schedule.
- Supporting development and implementation of effective sale and marketing programs.
- Managing and supporting other ad-hoc sales and marketing initiatives.

**Asst. Managing Director**  
**August 2010 – November 2011, September 2012**  
**Natural Soul Spa Management Part.,Ltd.**  
**(Spa : Consulting, Management, Training, Decoration, Product)**



**Responsible for:**

**Leadership and Management :**

- Combination of strategic analysis, marketing, and sales. Business plan for profitable operations and continual growth to the company.
- Work with all personnel and outside contacts to satisfy partners, clients and achieve company goals
- Identify areas of improvement in the company and assist in creating and implementing solutions
- Keep up to date on market trends and new products
- Identify and investigate growth opportunities for the company
- Stay abreast of industry matters through third party resources and networks

**Sales & Marketing**

- Sell services and reach revenue for new partner and/or new channel service customers
- Collaborate with teammates and maintain a positive and professional attitude fostering teamwork
- Achieve for number of contacts/activity with prospective partners/customers

- Develop, present and implement plans for acquiring new partners/customers and traction in assigned area - including activity breakdowns, performance milestones, resource requirements and expense budget.
- Participates in planning, concepts and methods to achieve objectives of the customer requirements.
- Involved in everything from the development of employers' products and services, to the creation of marketing strategies, to the generation of sales leads, to negotiating and closing deals.

### **Marketing Support.**

**March 2005 - July 2010.**

**Technogreen Co.,Ltd. (Environmentally Chemical Products Company for Industries)**



### **Responsible for:**

- Assist Deputy Managing Director to managing all marketing and sales activities of the company's products ( **Industry Estates, Hospitality, Hotel, Food Industry, Automotive industry, etc.**). This includes developing, formulating, and implementing on marketing short and long-term plan.
- Assist Deputy Managing Director to supporting the company's strategic plan according to business objectives; for instance, product promotion, sales promotion, sales target, market penetration, profitability selling, promotion budget/cost, and marketing team development.
- Implement a pricing and product mix strategy in assigned customers that ensures both the Division's and Company overall revenue and profit objectives are met.
- Identify key decision makers in assigned customers and cultivate relationships to ensure customer satisfaction in order to develop customer confidence.
- Develop and implement tools to effectively measure customer satisfaction. Also develop and implement reporting for customers to effectively measure performance.
- Build and maintain relationships with the customers by ensuring that outstanding issues are resolved in a timely manner and to the customer's complete satisfaction.
- Coordinate overall companies contact with assigned customers to ensure the appearance as a seamless organization that delivers efficiently and effectively.
- Communicate regularly to ensure all parties clearly understand the strategies necessary to meet assigned customers' current and future needs.

**Front Office Manager.**  
**August 2002 - November 2004.**  
**Aloha Resort & Spa Co.,Ltd.**



**Responsible for:**

- Managing and maintaining Front Office Department.
- Act as "1<sup>st</sup> point of contact" and "liaison" for all Travel Agencies.
- Maintain schedule of Front Office Staffs.
- Seek out and develop all F/O staffs by Hotel Management Courses.
- Maintain marketing presence-ads, brochures, websites.
- Submit weekly reports to management business.
- Create sales/promotional kits to give to travel agencies (Including contract, resort layout, fact sheet, CD-Rom).
- Attend travel trade shows, Fairs and seminars
- Schedule "Site visits", "Inspections" and "Familiarization (Fam)tours".
- Host dinners and drink for prospective new agents.
- Fixes and repairs all computer's problems that occurred from Comanche program and Windows: 98,2000,XP.
- Deal with all in-house PR media visits (assist photo shooting production), correspond with the media as well as follow up and report to GM.
- Responsible for all activities that take place in the hotel such as theme night, special events and etc.

**Costume Designer.**  
**December 1999 - March 2001**  
**ITV Public Co.,Ltd.( Present : Thai PSB )**



**Responsible for:**

- Seek out for new costume fashion shops for TV show "Inside Entertainment".
- Generating new Costumes fashion by future vision.
- Promoted all Costume fashion shops that support for.
- Searching new knowledge that can be an advantage for the show



## My Achievements & CSR

New Entrepreneurs Creation Project under Department of Industrial Promotion of Thailand arranged Course for “**New Spa Investment**” in Topic of “Spa Marketing Strategy” @ Asia Airport Hotel.





Chulalongkorn University (CU) Co-Operated course program with Lake Forest Graduate School of Management (Chicago, USA) invite us to presentation for Supply Chains for Business Service on 2011 & 2012 to be a study case for student in Thailand



Department of Export Promotion within **Internationalization Project** has been selection us from 100 to 10 companies to join Business Service Matching & Negotiation at Xiamen and Guangzhou (China) that we were designed theme concept for this event.





Guest Speaker for Thailand Real Estate Professional and Agency Recruitment Event that present for Thailand's property trend & News update. Create and understanding strategy with an online Tools & Medias solution.





Guest Speaker for The Secret of Condo Investment - Pro & Real Estate Insight class which featuring for an Online Marketing Strategic & Real Estate Trends update. Create and understanding strategy with an online Tools, Medias solution.





Thailand Real Estate Professionals 2014

1TREP

THAILAND REAL ESTATE PROFESSIONALS

THE WORKSHOP

2014 / No.1

STEP TO SUCCESS WITH BUSINESS PLAN AND POWER OF ONLINE MARKETING

DDproperty.com ขอเชิญวิทยากรผู้เชี่ยวชาญด้านอสังหาริมทรัพย์มาถ่ายทอดความรู้ผ่าน workshop อย่างเข้มข้น เตรียมพร้อมสู่ความสำเร็จในการเป็นนายหน้าอสังหาริมทรัพย์ด้วยแผนธุรกิจที่ชัดเจนด้วยเครื่องมือที่ทันสมัย

ผู้บรรยาย

คุณณัฏฐา ชูมณี  
กรรมการผู้จัดการ  
บริษัท ดีดีพี พร็อพเพอร์ตี้ จำกัด (มหาชน)

ผู้ร่วมบรรยาย

คุณณัฏฐา วัฒนศิริกุล  
ผู้จัดการฝ่ายอสังหาริมทรัพย์  
บริษัท ดีดีพี พร็อพเพอร์ตี้ จำกัด (มหาชน)

ฟรี

วันพุธที่ 19 กุมภาพันธ์ 2557  
เวลา 13.30-16.30 น. เริ่มลงทะเบียน 13.00 น.

สถานที่จัดงาน  
SC Park Hotel ชั้น 9 ห้องประชุม 9

**02-352-4888 #414, #453**

ผู้จัดงาน

ลงทะเบียนด่วน!

\*จำกัดเพียง 50 ท่านเท่านั้น

Exclusive by DDproperty

ใช้โอกาสค้นหา

ผ่านวิกฤตการณ์เมือง

ตอบโดยนักวางแผนด้านการเมืองในการลงทุนอสังหาริมทรัพย์ เชื้อเพลิง เข้มข้น ทุกประเด็น

ในวิกฤต... อับการการต่อรองคือโอกาสสร้างหรือ? ในวิกฤต... แนวโน้มการลงทุนเป็นอย่างไร? ในวิกฤต... พฤติกรรมผู้บริโภคเปลี่ยนไปอย่างไร?

ผู้ร่วมบรรยาย

คุณณัฏฐา ปานทอง  
Head of Marketing  
DDproperty.com

คุณณัฏฐา วัฒนศิริกุล  
Online Marketing Guru  
AllProperty Media Co., Ltd.

วันพฤหัสบดีที่ 27 กุมภาพันธ์ 2557

โรงแรม SC PARK ชั้น 2 ห้องประชุม 2

เวลา 13.30 - 16.30 เริ่มลงทะเบียน 13.00 น.

ลงทะเบียนด่วน!

02-352-4888 #414, #453

Thailand Real Estate Professionals 2014

1TREP

THAILAND REAL ESTATE PROFESSIONALS

2014 / No.1

ยุทธศาสตร์แผนพัฒนาประเทศไทย

กับธุรกิจอสังหาริมทรัพย์ 2557

Strategies for the Development of Thai Real Property Sector in 2014

ถ้าวิกฤตการณ์เมืองจะเริ่มต้นขึ้นใครจะได้ประโยชน์จากการฟื้นตัวอสังหาริมทรัพย์ DDproperty.com ขอเชิญวิทยากรผู้เชี่ยวชาญด้านอสังหาริมทรัพย์มาถ่ายทอดความรู้ผ่าน workshop อย่างเข้มข้น เตรียมพร้อมสู่ความสำเร็จในการเป็นนายหน้าอสังหาริมทรัพย์ด้วยแผนธุรกิจที่ชัดเจนด้วยเครื่องมือที่ทันสมัย

แผนพัฒนาประเทศไทย

กับธุรกิจอสังหาริมทรัพย์

การเตรียมความพร้อม

ของตัวแทนอสังหาริมทรัพย์

ยุทธศาสตร์แผนพัฒนา

ด้านอสังหาริมทรัพย์

วิทยากรผู้บรรยาย

คุณณัฏฐา ชูมณี  
กรรมการผู้จัดการ  
บริษัท ดีดีพี พร็อพเพอร์ตี้ จำกัด (มหาชน)

คุณณัฏฐา วัฒนศิริกุล  
ผู้จัดการฝ่ายอสังหาริมทรัพย์  
บริษัท ดีดีพี พร็อพเพอร์ตี้ จำกัด (มหาชน)

คุณณัฏฐา วัฒนศิริกุล  
ผู้จัดการฝ่ายอสังหาริมทรัพย์  
บริษัท ดีดีพี พร็อพเพอร์ตี้ จำกัด (มหาชน)

ฟรี

วันพุธที่ 19 กุมภาพันธ์ 2557  
เวลา 13.30-16.30 น. เริ่มลงทะเบียน 13.00 น.

090-0085-410

02-352-4888 #414, #453

ผู้จัดงาน

VIP. Guest

Bank

Developer

นางจ้อย

hipflat

Seminar

The Secrets of Condo Investment Professionals



## Executive Interview By Spa Paradise Magazine



### ฝันให้ไกลต้องไปให้ถึง อาร์ท-การรัฐ กรณ์ยศ

ทุกวันนี้ หลายคนมักมีความฝันว่า  
อยากไปให้ถึงจุดหมายปลายทางสูงสุดของชีวิต  
แต่ไม่เคยลงมือทำเกิดขึ้นสักครั้ง โดยมากอ้างว่า  
ยังไม่พร้อมอยู่ร่ำไป ทว่า ผู้ชายที่ชื่อ อาร์ท-การรัฐ กรณ์ยศ  
กลับไม่ยอมที่จะยืนอยู่เฉยๆ เขาใช้ความสามารถที่มีอยู่ทั้งหมด  
เป็นแรงขับเคลื่อนให้ตัวเองก้าวไปข้างหน้า  
เพื่อให้ใกล้ถึงจุดแห่งความฝันที่เขาสร้างไว้