

Sahachart Khamnin**Date of Birth:** 19th July 1980**Address:** 5/145/1 Karuhadtayad Village, Tiwanon Road, Baan Mai, Pakkred, Nonthaburi , 11120**Tel.:** (02) 565-0535**Mobile:** (089) 925-2219**Email:** sahachartk@gmail.com**Summary**

- Specialized experience and professional in telecommunication business with fully understand in value chain and end to end process of carrier businesses in various functionalities;
 - Sales and account management in mobile network carriers and enterprises
 - Business development in telecommunication businesses
 - Product development and product marketing
 - Software and mobile network project management
 - Mobile device businesses
- Successful career path in account manager's role by getting trustworthiness from CXO level customer in direct responsible account, True Corporation, to be recruited to be one of their management team as Assistant Director.

Experience**February 2015 – Present****Assistant Director/Executive Product Manager in
Device Department, True Distribution and Sales,
True Corporation Co., Ltd**

- Responsible for Convergence Devices as overall product management starting from sourcing, developing, designing, marketing and sale planning activities which convergence devices including all Mobile Broadband, IOT (Internet of Thing), M2M (machine to machine), Home Solution devices including OTT and DVB Set Top Boxes related to all True services. (True Mobile, True Vision. True Online and True Convergences)
- Leading a new team to acquire a new business for IOT era by creating new devices and services together with each business units (True Mobile, True Vision, True Online) in order to fulfill new product segment to customers such as, Home Wireless Broadband Plug, Car-WiFi product, Plug WiFi product and True TV OTT services
- Controlling department budgetary in both of working capital for purchasing new products and marketing expense for marketing activities
- Setting sales target of convergence devices for all channel across the company including True retail shops, dealers, multi retailer, 7-11 shops and online stores

January 2009 – February 2015**Senior Account Manager in Sales and Marketing
Department, Huawei Technologies (Thailand) Co.,
Ltd**

- Accountable for the Core Network, Mobile Broadband, Application and Software and Terminal Products (Handsets, Devices, Data Cards, and Fixed Routers etc.) and in True account Team
- Ensure good understanding of Mobile Broadband and Value Added Services in both of technical and marketing requirements from customers in order to explore an opportunity to achieve 50 M USD sales targets with product supporting teams.

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- Have a successful case from supplying Mobile Broadband Products to True Move with 90% market share since 2009, 2010, 2011 and dominated 100% market share in 2012 by reaching 50 M USD and 75 M USD in 2013 respectively,
- Responsible for starting a new terminal business and create a marketing plan for Data Card and MBB Devices. As a result of this, millions of Huawei device have been sold out into the market until now
- Build and maintain overall relationship with customers from high level management (CXO, Director, Deputy Director and Assistant Director) and also operation's level (Manager and Specialist) in whole True account
- Responsible for payment collection with Finance team
- Feedback any competitor's information and activities of the team
- Promote Huawei brand image for the organization and its' products through various publicity activities such as, speech in 3.9G exhibition by NTC and guest speaker in universities to build Huawei brand

**February 2008 – January 2009 Senior Account Executive in Telecommunication
Department, Thai Samsung Electronics Co., Ltd**

- Accountable with the business projects with major operators such as, AIS, DTAC, True and Hutch and also overall operation of the mobile phone department. Mainly handling mobile phone sales target achievement for operator channel and in addition to general sales requirement to run campaign with operators
- Responsible for hand phone product marketing in term of weekly basic target, product life cycle, mapping channel, marketing communication, sales promotion and pricing control in order to meet the sales target achievement in both of amount and revenue for Business and Infotainment Category.
- Involve in all activities in product road shows, new product launching events and co-marketing campaign with DTAC with Samsung D980 Dual Sim, AIS with Samsung Omnia and Touch screen phones and Hutch with Samsung CDMA F309 to ensure the establishment of the brand
- Responsible for customer's relationship in marketing management, devices management and purchasing team in AIS, DTAC, True Move and Hutch

**November 2006-February 2008 Senior Business Development Executive in Retail
Channel Partner Management, True Distribution and
Sales, True Move Co., Ltd**

- Responsible for managing, controlling and developing business strategy for business partners and dealers in order to push sales performance of True convergence products
- Support product managers and create the requirement specification to ensure an appropriate business prospective
- Plan, design, develop, implement and support various functions of business models and channels within the convergence Businesses and Services

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- Manage and implement sales operation and distribution on Special Project of the company, True Move - Move up Van

August 2002- March 2005**Engineer in VAS Network Division, BFKT (Thailand),
Hutchison CAT Wireless Multimedia Co., Ltd.**

- Responsible for testing and approval hardware and software of project
- Analyze and resolve both commercial and technical situations occurred during delivery of handset/device
- Analyze market situation of both new and current handsets. Build handset/device portfolio to support Hutch's marketing strategy

Education**2005-2006****Manchester Metropolitan University Business School,
Manchester, the U.K.
Master of Business Administration (MBA) - Marketing****1997-2002****Kasetsart University, Bangkok, Thailand
Bachelor of Engineering (Industrial Engineering)****Certificates and Membership****2002**

Certificate of Training in the TIA/EIA-95-A/B from Qualcomm

2002Certificate of Training in the CDMA for third Generation
Wireless Systems from Qualcomm**2005**

Membership of the Association of MBA (AMBA), the U.K.

2006

Membership of the Chartered Institute of Marketing (CIM), the U.K.

Extracurricular Activities**October 2008**Guest Interviewee in Brandage Magazine for new generation of
marketers**April 2014**

Main Spokesman in the first Huawei Dealer conference

July 2014Official Representative of Huawei in LTE Device launching
event for the presses and medias