

Jutharat Piboonthamasak

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Education

- 1999 – 2001** Master's Degree in Marketing Management, University College Kensington, UK
1997 Certificate of Exchange Programme in English and Communication Studies Course,
Auckland Institute of Technology, Auckland, New Zealand
1994-1997 Bachelor's Degree in Advertising and Marketing, Rangsit University, Thailand

Work Experiences

Ensogo Company Limited - Thailand

Managing Director

Nov 2015 – Jul 2016

General Manager

Aug 2013 – Oct 2015

Ensogo (www.ensogo.com) is a leading e-Commerce business in the South East Asia and Hong Kong region, specializing in flash sales. Served to over 600 million consumers from all offices combine.

- Lead the company and 150+ staffs to be the leading e-commerce website in Thailand and ensure achievement of top and bottom line budget
- Drive company growth and develop business category strategy in three business units: Products (Marketplace and Retails; consignment and pre-buy), Daily Deals (F&B, H&B, Activity & Services) and Travel
- P&L accountability reporting to HQ in Singapore, set up fundamentals of the business (i.e. cashflow, ROI, sales, marketing) and ensure alignment to overall organisational goals and objectives
- Pilot to launch Marketplace business platform, settling up and leading the project development with all related departments including system & feature development (backend and frontend), acquire new sellers and new SKUs, achieved over 200% based on target in 1 month.
- Plan and implement digital marketing strategies to build brand awareness and drive customer acquisition & retention & CRM Develop and maintain an effective marketing strategy (online & offline)
- Take a lead role as a company's spokesperson and develop public relations strategy to build a stronger image and to continuously preserve presence in the market
- Employ consumer insights to strategically design marketing plan and implementation
- Acquire and maintain major partners, suppliers, sellers and merchants to drive diversity for products and services offer
- Coordinating the efforts between various functions locally and globally within the regional organisation and the HQ in order to achieve initiatives and share best practices

Unilever Thai Trading Limited, Thailand

Jan 2012 – July 2013

National Chain Account Manager

- Key achievements: drive business growth 25% within 1 year, successfully lead New Product Development (NPD) where it helps generate business growth for key accounts up to the average of 200% , reorganize team structure and way of working
- Report directly to MD and take leadership role for three business channels; Food Chains (international and local), Key Restaurants, and Factory Ingredients
- Develop business plans and sales strategies to maximize business growth
- Manage sales budget, quarter & annual review, and forecast, in line with company direction
- Proactively devise action plans to address issues, develop accounts and capture more market share
- Develop training programs with training manager for new sales team members to reach maximum potential in the role and feel comfortable in the new environment
- Implement & monitor strategic plan and direct sales team to achieve sales target

Honda Access Asia & Oceania Co., Ltd. Thailand
Sales and Exporting Manager – Asia & Oceania
Assistant Sales Manager

Oct 2002 – Jan 2012

- Enlarge and expand Oversea Sales growth consistently 20% - 30% each year
- Settle up Oversea Sales team and Exporting System for 17 countries
- Lead Honda Merchandizing Products, budgeting, design product concept, pricing and sourcing, total growth increase by 10 times in 4 years
- Reporting directly to VP and take leadership of Sales and Marketing department
- Manage sales budget, annual review, report and forecast, in line with company direction
- Maximizing business growth, pricing and demand planning with maximum profit and minimum lost
- Implement yearly business and strategy planning, ensure agreement meet their expectation
- Coordinate and support events in each country based on new vehicle launch and test drive schedule
- Ensure to gain maximize benefit term and condition from shipping agents
- Plan and execute export and delivery channels to arrive as agreed timeline
- Take leadership to conduct "Product Familiarization & Installation Training Skill" to focus customers (Malaysia, Philippines, Singapore, Vietnam, etc.)
- Review sales team's performance and analyze monthly sales result with pro-active devise action plans to address issues
- Review reports and other administrative requirement to ensure compliance with company policy
- Recruit superior personal to fulfill vacancies within agreed time-frame

E.F.A (Thailand) Co., Ltd. Thailand

Mar 2002 - Sep 2002

Assistant Sales and Marketing Manager

- Expand Modern Trade sales channel by listing in new products that generated highest sales
- Lead designer team and develop new products to serve market trends and demands
- Present products and agreement with a focus on customers' need both domestic and oversea
- Implement strategic planning, coordinate, and direct sales team to achieve sales target
- Review of sales team's performance and analyze monthly sales result and pro-active devise action plans to address issues
- Survey market situation, sales trends, and competitors to design a unique, winning strategy
- Take leadership for new product design, packaging, launching and showroom display
- Arranging and manage the trade events

Benetton Retail (1988) Ltd., London, England
Senior Sales Assistant

June 2000- July 2001

- Report to store manager
- Responsible for cashier team and shop supervising
- Survey market situation and competitors to create competitive strategies and promotions
- Coordinate and support HQ merchandising team to arrange the clothes display
- Training new staff for Sales Assistant position and Cashier

Kings Hotel, London, England
Supervisor

August 1999- May 2000

- Report to CEO
- Responsible as a supervisor for sales, reservation, accounting and operation
- Negotiate and coordinate with agency and partners

Training

Essential Leadership and Coaching Skill, Foundation of Leadership, Account Management Skills, Personality Development, Business Influencing Skill, Presentation Skill, 7 Habits

Skills

Languages: Fluent in English and Thai

Computer Skill: Microsoft Office

Interests: e-commerce and technology, travel, boxing and fashion