

## **SATHAPON ‘SMITS’ PATANAKUHA**

590/42 Soi Kwan-Patana, Asoke-Dindang road, Dindang, Bangkok 10320  
+6692-996-9546, smitspatanakuha@gmail.com

### **EDUCATION**

---

#### **KING MONGKHUT INSTITUTE OF TECHNOLOGY LADKRABANG**

*Computer Engineering*

May 2001

#### **KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY**

*Product Marketing Management Course*

Sep 2010

### **MAJOR ACHIEVEMENTS**

---

- Achieve 50% annual revenue growth for 3 consecutive years while maintaining high profitability levels by business-driven, new product development, cross-industry partnership, and discovering underserved market which grow MassCom Group Digital Agency from zero to valuation of \$19M in 4 years
- Create winning digital strategies and campaigns across marketing, advertising, and PR - through influence and by building strong relationships - for top-tier clients in both private and public segments including IKEA, Toyota, DTAC, True, Oishi, Super Coffee, Doikham, Muang Thai Life Insurance, Siam Commercial Bank Insurance, Gaysorn Plaza, Metropolitan Electricity Authority, Ministry of ICT
- Won key accounts for NAVTEQ digital map and location-based services across South-East Asia region including Honda, BMW, Ford and Maserati which accounted to \$40M of total revenue
- Transformed IPStar products&services, channels, and business models - with strong change management and program management skills - from home-use broadband product to Telco, government and enterprise solutions which successfully sold to Japan, India, New Zealand and China with total value of \$65M
- Managed and launched nationwide 3G network implementation of \$15M project budget for Hutchison Wireless

### **EXPERIENCE**

---

#### **MASSCOM GROUP DIGITAL AGENCY**

*Managing Director*

May 2011 – Dec 2015

- Lead digital and social media strategy & execution for clients which results in innovative, integrated marketing campaigns that drive brand success and sales achievement
- Educate clients and partners with ongoing strategic counsel on digital marketing and social media's key trends, best practices, and case studies
- Identify, develop and maintain relationship with strategic partners and key online influencers, including media, publishers, bloggers

- Managing the team to build client satisfaction, increase efficiency, meet established metrics, and grow the business by identifying new opportunities to build and scale new solutions
- Foster environment of creativity, innovation, and productivity, and championing new ideas

### **NOKIA MAP (HERE MAP, NAVTEQ)**

*Regional Product Marketing Manager – South-East Asia*

July 2010 – April 2011

- Led product strategies, product development, business cases, and roadmap for all products in location-based products and advertising
- Developed marketing strategies including positioning, value proposition, and integrated marketing plan that drive demand for location-based products and advertising, in collaboration with sales and other business support team
- Led cross-functional, cross-regional teams including key customers, product engineering, sales, PR, and higher management to drive successful products and achieve goals
- Owned the financial management of the product management and marketing program including budget planning, resource allocation and monitoring
- Be the region expert with respect to competition effectively translate competition, buyers behavior, market condition, and competition into actionable product plans

### **THAICOM PUBLIC COMPANY LIMITED**

*Senior Marketing Manager – Telco, Government & Enterprise Market*

April 2008 – June 2010

- Developed, managed and owned mobile internet and e-commerce solutions
- Planned and drove marketing campaign for mobile internet and e-commerce solution
- Drove solutions marketing efforts including launches, awareness, communications and demand generation for the key solutions, verticals offerings, and ecosystem partnership integrations
- Identified new growth areas, competitor activities, new technology and emerging solutions
- Led Team development, coaching, mentoring, and team management

### **HUTCHISON WIRELESS (THAILAND)**

*Assistant Manager – Core Network Engineering*

June 2001- March 2008

- Led design, planning, implementation, troubleshooting, operation and maintenance of 3G mobile network and data center
- Managed multiple network operations teams - ensures performance metrics were achieved, increasing productivity and performance
- Developed project plans, resources needed, budgets; Organized and managed all phases of the project to ensure project completion
- Led research and development for new solutions, products and services

### **CERTIFICATE**

---

- ## LANGUAGE

## LANGUAGE

- ### EXTRA-CIRRICULUM ACTIVITIES

### EXTRA-CIRRICULUM ACTIVITIES

- President of University Student Committee 1999-2000
- Tutor in Managerial Economics, MBA, Thammasart University 2003-2004
- Speaker/Lecturer for in-Cosmetic Asia, Ministry of Industry 2012 – Present
- Technical expert of Advisor to ICT Minister 2012-2013
- Lecturer in Digital Marketing, iMBA, Panyapiwat Institute of Management 2016 – Present