

# Prin Mana-aporn

Social Entrepreneur | Startup Strategist

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## Summary

"Why and how should we live our lives? What are we working for?"

I've spent years studying so many things, doing so many jobs, working with so many people, to find a clue to the answer of that question. And whatever I've discovered and learned, I integrated them into my way of living and working - creating a new and better model of the world. Now I think I can truly say that I am really HAPPY with my life.

My current passion is to make the world become a better place to live. So I've committed myself to helping companies and people who share the same passion become successful.

If your passion and mine are the same, I do encourage you to connect with me. I love meeting new people, especially those who share the same dream.

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## Experience

### **General Manager at PlayWork Co.,Ltd.**

October 2015 - Present (8 months)

Overseeing the new business in every aspect, ranging from strategic, marketing, and technical planning, forming teams and staffing, organizing and motivating people, and, ultimately, steering the business to success.

### **CEO & Founder at Pinto Innovation**

January 2014 - Present (2 years 5 months)

PINTO INNOVATION is a group of young, socially-responsible, and entrepreneurial-mind people that are very passionate about transforming the way people learn things and discover their talents – in unconventional ways. At PINTO INNOVATION, we pride ourselves as one-of-a-kind game-changing tech social enterprise. We go for the markets which make the society become better, not for those which make the most profit. Ultimately, we believe in technological and social power to change the world – the powers of the cloud and the crowd.

On-going Project:

--- PintoBooks (#####) [Still in the development process]

PintoBooks is a mobile application that acts as an online library filled with only useful educational e-books targeted to children and young adult. We are working together with Thai book publishers, authors, telcos, and other related parties, to create a sustainable business model that would benefit every stakeholder. Anyone can register and use our library for free, but there will be some advertisements and limitations to which book and how many book you can read per month. You can also, if you want, subscribe to a premium service for full access and unlimited read.

We sincerely believe that there are people, especially children, whose lives and future can be improved by just having more opportunities to reach to knowledge and books. We do encourage everyone to read and learn.

### **Executive Business Development Manager (Assistant Director), Enterprise and Wholesale at True Corporation**

June 2013 - December 2013 (7 months)

Joined a new special business development and strategic planning unit for Enterprise and Wholesale sector, directly report to Sector Director.

#### **Responsibilities:**

- Develop strategy and strategic marketing plan for enterprise and wholesale sector.
- Collaborate with sales, marketing, and product in order to create harmonic strategy.
- Seek business and market opportunities in order to initiate new projects and create new solutions for both vertical and horizontal industries.
- Analyze and recommend business process improvement strategy and methodology.
- Directly responsible for P&L that contributes to more than 80% of revenue stream from non-mass markets.

### **Manager, Business and Marketing Strategy, Cloud and Datacenter Business at CAT Telecom**

January 2013 - May 2013 (5 months)

Led the new strategic business unit in every aspect of business development, ranging from strategic and marketing planning, partner acquisition and management, potential market development and lead identification, and business process implementation and management.

#### **Accomplishments:**

- Successfully developed strategic partnership deals with various global Fortune-500 IT companies in providing Cloud & related services together; this included co-branding and co-sourcing.
- Formed and led a passionate team which were ready to create the next big thing and take on the world.

#### **Responsibilities:**

- Sought and developed business and market opportunity for cloud and datacenter services.
- Developed and managed strategic partnership.

- Planned and implemented overall marketing strategy, e.g. strategic brand management, product development, product life cycle management, pricing strategy, channel management, CRM strategy, etc.
- Responsible for the long-term investment projects with the magnitude of more than 100 million USD.

### **Assistant/Consultant to CEO, CEO Office at CAT Telecom**

March 2012 - May 2013 (1 year 3 months)

Worked as a personal assistant and consultant to CEO.

#### **Accomplishments**

- Recommended complete strategies for mobile business, in order to cope with the drastic change in the telecommunications industry structure.
- Recommended the national IT consolidation plan to the Minister and Permanent Secretary of a Ministry of ICT (MICT). Also worked together with MICT and the Electronic Government Agency (EGA) to implement the Government Cloud and Datacenter Consolidation Plan.
- Developed and proposed an overall strategy, including strategic, marketing, and operation plans, for the new cloud and datacenter business to the board of directors and management team, and got approval. Also took a role of business development working together with a special team for about five months in order to develop the market for these new services before the SBU was officially formed.

#### **Responsibilities:**

- Developed and recommended appropriate strategies for various projects.
- Gathered and analyzed relevant information to support CEO's decision making.

### **Strategist, Corporate Strategy at CAT Telecom**

January 2008 - December 2012 (5 years)

Worked as a strategist and an internal consultant in the Strategic Planning Department, Corporate Strategy Division.

#### **Accomplishments:**

- Formed and led a corporate cloud-computing strategy team through the strategic planning process, and finally recommended the most suitable strategy for cloud business to the management team.
- Initiated the IT consolidation and modernization project, and led a joint team formed by IT Strategy department and Strategic Planning department to study and formulate a plan in order to revamp entire IT system. This plan also included an implementation initiative for the new IT frameworks including Enterprise Architect (EA) and ITIL.
- Redesigned business processes for annual business and marketing planning, and proposed new frameworks for doing so. Now these frameworks are used by corporate strategy division and the management team.
- Proposed a cost saving strategy that can potentially reduce operating cost up to 30 million USD per year to the management team. Some parts of this plan have already been implemented.

- Recommended the go-to-market strategy for Fiber-To-The-x (FTTx) for Bangkok Metropolitan area.
- Proposed the Fiber-to-the-X (FTTx) initiative, and recommended strategic alternatives to management team. A special team was formed in order to do the detailed project analysis and planning afterward.

Responsibilities:

- Analyzed corporate performance, recommended viable strategic alternatives, and formulated business plan.
- Collaborated with strategic business units (SBUs) in crafting business and marketing plan.
- Formulated corporate Strategy Map, Balanced Scorecard, and Key Performance Indicators (KPIs).
- Oversaw an alignment of corporate policy and government policy by working closely with the Ministry of ICT, Ministry of Finance, and the office of National Broadcast and Telecommunications Commission (NBTC).

**Guest Lecturer at AIT Extension, Development Management Program at Asian Institute of Technology**  
May 2011 - August 2012 (1 year 4 months)

Responsibilities:

- Gave lectures on Strategy and Strategic Marketing, focusing on telecommunications industry.
- Acted as a project reviewer and commentator.

**Consultant Intern (MAP Project) at Experian**

April 2010 - June 2010 (3 months)

Accomplishments:

- Recommended the Performance Management Framework and Key Performance Indicators (KPIs) for the company's newly-formed global technology unit, as the entire company was under a global organizational restructuring.
- Recommended important industry benchmarks for the new global technology unit to the CIO.

**Associate Director of Marketing at 20th Ross Asia Business Conference**

November 2009 - February 2010 (4 months)

Ross Asia Business Conference is an annual business conference held by Stephen M. Ross School of Business, University of Michigan. There are many global companies, famous persons, politicians, and students from other universities and schools joining this two-day event as audiences and speakers.

Accomplishments:

- Developed marketing strategy and advertising campaign.
- Created official advertisement materials such as poster, one-site screen, and leaflet for the conference

Responsibilities:

- Coordinated with marketing team to deliver quality advertisement and marketing campaign in order to maximize number of participants.

**Associate Consultant at Vilasna & Company Co., Ltd.**

April 2007 - July 2007 (4 months)

Worked as a business consultant, specialized in IT, in this boutique consulting firm which focuses on banking and public sector.

**Accomplishments:**

- Developed an analysis tool to assist a local bank in choosing target market and select customer based on flexible criteria for SME loan products. This tool helped an account manager in shortening its customer-filtering and -selection time from days to minutes.
- Developed the Portfolio Management Tool that helped recommending the cross-selling, up-selling, and customer-retention strategies for each customer individually by integrating a set of rules derived from thorough analyses of the entire customer portfolio. This tool was used country-wide by every branch managers of the bank.
- Recommended a framework that helped the bank to project its revenue from fees with an accuracy of higher than 90%. This was achieved by carefully analyzing the past fee transactions in order to create the comprehensive fee drivers.

**Responsibilities:**

- Defined the problem, researched and collected relevant information, analyzed facts and figures, and presented findings and recommendations to client's management team.

**Manager, Research and Development at Ubiquity Co., Ltd. (Subsidiary of Cauley International (Thailand) Co., Ltd.)**

April 2005 - March 2007 (2 years)

Founded and led this research-oriented start-up company through the business process framework establishment, product development, and market development. Also acted as a member of the Board of Directors.

**Accomplishments:**

- Established the business process framework.
- Successfully developed the tailor-made Thai-language Automatic Speech Recognizer (ASR), which is the first commercial version of its kind.
- Published two papers in the 6th Symposium on Natural Language Processing.

**Responsibilities:**

- Led the research and development team to develop the technology and product.
- Oversaw the entire software development life cycle (SDLC).

## Volunteer Experience

### **Voluntary Consultant on Strategy and Sustainability at Ashoka**

August 2015 - Present

Helping Thai social enterprises and young social entrepreneurs for a better future.

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## Projects

### **Corporate Cloud Computing Strategy**

August 2011 to April 2012

Members: Prin Mana-aporn, Supaporn Kiatpaiboon

Initiated and led corporate cloud-computing strategy team which was responsible for recommending short-term and long-term strategies for cloud business to management team

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## Publications

### **Compound Quantization Scheme for Speaker Identification**

The 6th Symposium on Natural Language Processing December 2005

Authors: Prin Mana-aporn, Kawewong, A., Pumprao, T., Surarerks, A

### **EngCC: A Thai Language Speech Automated Contact Center**

The 6th Symposium on Natural Language Processing December 2005

Authors: Prin Mana-aporn, Suchato, A., Punyabukkana, P., Pumprao, T., Kawewong, A.

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## Skills & Expertise

**New Business Development**

**Entrepreneurship**

**Corporate Strategy Formulation**

**Strategic Planning**

**Internal/External Consulting**

**Marketing Strategy**

**Cloud Computing**

**Cross-functional Team Leadership**

**Business Transformation**

**Strategy**

**Business Analysis**

**Software Development**

**Strategic Partnerships**

**CRM**

**Telecommunications**

**Business Planning**

**Management**

**Business Strategy**

**Enterprise Software**

**Business Process Improvement**

**Start-ups**  
**IT Strategy**  
**Go-to-market Strategy**  
**Change Management**

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## Languages

<b>Thai</b>	(Native or bilingual proficiency)
<b>English</b>	(Native or bilingual proficiency)
<b>Japanese</b>	(Limited working proficiency)

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## Education

### **University of Michigan - Stephen M. Ross School of Business**

MBA, MBA, 2009 - 2010

Activities and Societies: Consulting Club, Asia Business Conference, Thai Student Association of the University of Michigan

### **Chulalongkorn Mahawithhayalai**

Bachelor of Engineering, Computer Engineering, 2001 - 2005

Activities and Societies: Debate Team (2001-2005), Chulalongkorn University Chorus Club - Secretary (2002), Band Director (2003), Conductor (2004), Vice President of Art and Culture Department of Engineering School (2004)

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## Interests

Technological Innovation, Business Innovation, Entrepreneurial Activities, Snowboarding, Singing, Dancing

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[Contact Prin on LinkedIn](#)