

VISIY YINDISIRIWONG

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Executive Summary

- Dynamic and highly organized business executive with exceptional project management track record. Accustomed to delivering individually or as part of a team with stakeholders at any level ranging from local to international players, government or private sector,
- 5+ years corporate experience directly overseeing luxury retail and hospitality development projects from concept through to completion; 2+ years being an entrepreneur, co-founding and running a start-up,
- Proven record of success growing revenues, improving operations, and managing costs with P&L responsibility at all current and previous companies.
- Seeking Global or Regional senior manager level, with position in General Management, Corporate Strategy and Business Development in an organization with strong strategic growth objectives in e-commerce, sales channel and / or retail expansion in Asia region.
- Fluent in spoken English and intermediate level for Mandarin Chinese.

Personal Milestones

- Achieved 250% of yearly sales target by expanding business mobile phone, gadgets, electronics, sports and outdoors, automotive and tools business verticals.
- Re-organizing and leading an online travel insurance unit with Thai AirAsia, increasing existing customer retention while growing increasing overall revenue.
- Setup and operate mobile repair service together with innovative start-up business for water resistant coating technology store within timeframe and under budget.
- TV interview on Woody Kerd Ma Kui and Channel 9 morning talk show.
- Create and managing Instagram and Facebook account with followers over 10k under 1 year, current LinkedIn account over 500+ professional connections.

Career Experience

General Manager, Commercial Online

June 2015-Present (10m)

Central Online Public Company Limited (Bangkok, Thailand)

Leading Online Shopping website with over 78,000 products assortment across 19 categories with motto "Shop with Confidence" our commitment to delivery products with in 24 - 72 hours.

- Lead, the mobile, tablet, gadget, electronics, sports & outdoors, automotive, tools and accessories business involve with visual merchandising and promotion of the brands or products to maintain effective both internal and external communication to be aligned with agreed direction.
- Increase sales volume to 250% compared with previous year.
- Responsible to study market trends update and requirement to support brand and product development and implementation strategies in line with business direction.
- Negotiate and keep optimal relationship with suppliers or stakeholder to be ensured that company would take appropriate term to achieve both sales and margin plan.
- Build and realize significant market share profitability across that market through product sourcing, selection, supplier management, stock management, stock management, promotion management and marketing.
- Keep abreast of competitor activity, consumer trends, making recommendations to the management team of further strategies.

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VP Travel Products

November 2014-April 2015(6m)

Thai AirAsia / Tune Protect (Bangkok, Thailand)

Lead and manage existing team and supervising as to execution the digital channel sales on all aspects to increase revenue of AirAsia Travel Protection products and services.

- Retain and develop current accounts to increase revenue.
- Function as a main contact to communicate at the senior level to build and maintain relationships.
- Supervise team in their daily activities, provide structure and instruction for balancing their workloads, motivate, mentor, and guide professional development.
- Actively participate and guide the operations and future course of division and digital sale channel.

Co-Founder and General Manager

November 2013 – January 2016(2y3m)

Hashtag Store at 4th fl Central World (Bangkok, Thailand)

Start the Thailand 1st retail store to operated in premium shopping mall (Central World) by offer customers the best protection and repair service for Apple iPhone and Samsung Galaxy Note and S model, with extra water resistant feature to prevent accidental water damaged by coating a special chemical on top of external and internal mobile phone parts.

- Responsible for end to end setup and commercial deployment including fund raising, technology vendor audit and selection, retail build up, staffing, and marketing.
- Full P&L responsibility, grew business from 0 to 1 million revenue within 9 months to become operational profitable.
- Provide team direction to ensure quality of service and merchandise selection with highest standard.
- Hands on with all offline and online marketing campaign, prepare Google SEO and GDN to promote weekly campaign, executed sales promotion mechanic and keep record for further analysis. Setup and manage social media with chat such as Line, Facebook Messenger, Facebook FanPage, Instagram account and YouTube Channel.

Project Manager

January 2008 – October 2013(5y10m)

Central Retail Corporation Ltd (Bangkok, Thailand)

A pioneer member to be on board for Central Embassy and Park Hyatt project from inception of project through to execution of construction, have great opportunities to develop a new shopping mall concept for Robinson Lifestyle Center Trang and later to become a project manager for Central Festival Phuket.

- Overseeing operational work from inception of project through to execution of construction, coordinate and liaised with overseas team and local team.
- High level coordination with stakeholders involved ranging from local and international players, government and private sectors – real estate, legal, finance, shop builder, design and architect, contractors, etc.
- Prepare overall contraction program and coordinate planning with all relevant parties.
- Inspect construction site, ensure compliance with the design specifications.

Education

- 1996 – 1998 Griffith University, Gold Coast, Australia. Bachelor of Multimedia (IT)