

SUWAROT SATANYASUWAN

PRODUCT MANAGER

Digital Platform, Services and Applications

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CAREER SUMMARY

5 years of experience digital product & business developing for Telco company and e-commerce organization, and good ability to create business strategy and planning to meet the target revenue. Over 10 years of experience developing software for large organizations, and proven ability to lead and motivate high performance teams.

Out-of-The-Box idea to deliver customer solutions. Able to solve complex requirements and business problems by innovative solution. Good team player with ability to work in a team and individual contributor. Fast learner, flexible and able to work on multiple tasks.

EXPERIENCES

Jan 2014 - Present

Product Manager

Ascend Group Co., Ltd. (Egg Digital Co.,Ltd.)

Description

Delivery digital products by identifying potential products; conducting market research; generating product requirements; determining specifications, production timetables, pricing, time-integrated plans for product introduction, developing marketing strategies, and working with data technology (Big Data).

Responsible for: Trueyou (CRM platform for True Corp), MAKRO (CRM Platform for MAKRO) and Recurring Solution for SMEs Platform (FastReward, SMEReadyWeb, FastPromo), etc.

Jan 2013 – Dec 2013

Product Manager

True Digital Content and Media Co.,Ltd.

Description

Responsible for managing the overall digital platform lifecycle for our connectivity EGG digital (E-business), on online platform, SAAS (Software as a platform), iOTalk Platform (Communicate application), and support iTruemart, CPG solution.

Feb 2010 – Dec 2013

Project Manager, Business Analyst

True Digital Content and Media Co.,Ltd.

Description

Responsible for ensuring that the solution team completes the solution on time, including status reporting, risk management, escalation of issues that cannot be resolved in the team, and, in general, making sure the project is delivered in budget, on schedule, and within scope.

Sep 2008 – Feb 2010

Programmer Analyst

IBMSD

Description

The first Implements modules for Credit monitoring system for Centralized P/N module. Modifies and designs database architecture, techniques and user interface for Centralized P/N. The last, Coordinate with customer, EDW and SAFE team to get requirement information for improving, developing and integrating the system.

Jul 2006 – Aug 2008

Programmer Analyst, Business Develop

i-Seed Technology Software House.

Description

Responsible for Plan, direct & execute project management activities for

resources to deliver project results and responsible for control product design, system design and developer “front end” and “back end” web application

May 2005 – Jun 2006

IT Developer, .NET Studio
P&G (Procter & Gamble)

Description

Developed application software tools and Script Procedure (PLSQL) for maintenance database (Oracle and SQL) and create LOG File From .NET Application to UNIX Server and responsible for design and develop “front end” and “back end” application-software base on Microsoft Windows to control factory business work flow.

May 2005 – Jun 2006

Senior Programmer, .NET Studio
CPF IT Center

Description

Responsible for design and develop “front end” and “back end” application-software base on Microsoft Windows to control factory business work flow and developed application software tools and Script Procedure (PLSQL) for maintenance database (Oracle and SQL) and create LOG File From .NET Application to UNIX Server.

EDUCATION & CERTIFICATIONS

May 2000 – May 2004

Chulalongkorn University

Degree: MASTER

Field of Study

Computer Science, Engineering Faculty

Grade: 3.19

Description

- Graduated with engineering of computer science.
- Thesis titled "DENSITY IMPROVEMENT OF PRINTED EMBEDDED DATA TECHNOLOGY"

Publication/Publisher: thaithesis.org

<http://www.thaithesis.org/detail.php?id=1082546000201>

Abstract

The objective of this research was to propose a method for improving quality of embedded printed data. General equipment's used for embedding data process and retrieving data process were printer and scanner, respectively. The quality of embedded printed data was improved by adding more patterns, representative of colors and selecting appropriate space between symbols. To verify the method, parameters from old method and new method were collected and compared. It was shown from the results that the method proposed had high accuracy and the quantity of data embedded was increased.

May 1996 – May 2000

Thammasat University

Degree: BACHELOR

Field of Study

Computer Science

Grade: 2.53

Description

- Assisted faculty and students with computer hardware and software troubleshooting, maintenance, inventory, C++ and VB programming, and user training.
- Senior Topic is a voice recognition algorithm for control Windows OS

Jul 2015

Certification Name

ICAgile Certified Professional in Business Value Analysis (ICP-BVA)

Certification Authority: ICAgile

Certification URL:

<https://www.icagile.com/public-transcript/suwarot-satanyasuwan>