

WANWISA MINGJAROEN

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More than 10-year experience in Consumer Product Marketing (FMCG and internet services) and Internet Product Development

- Identification and project lead for the internet services partners – Music and Movie (DTAC Thailand)
- Development and implementation of 3-year online self-service channel strategy (DTAC Thailand)
- Management of awareness campaigns and tactical promotions to increase e-channel usage (DTAC Thailand)
- Launch of new product line into South East Asia markets for a Unilever top-ten global brand (Unilever Asia)
- Identification of targeted consumer segments and preparation of white-space market entry (Unilever Asia)

I am aspired to continue career path within marketing & product management. My approach to problem solving stems from gaining insights to consumers' unmet needs and creating targeted products and campaigns. I am passionate in discovering new trends, tailoring them to local context, and launching new offers to solve customers' current challenges.

EXPERIENCE

Jan 2015 – Present

Strategic Partnerships (Internet Services), AVP

DTAC, THAILAND

- Identifying internet services partners, mainly in movie and music industries, and negotiating business and technical terms
- Manage relationships of business partners with focus on collaborative spirit and long-term strategy
- Lead cross-function team projects including Finance, Legal, Compliance, Marketing, Product and Engineering teams to solve problems and identify trends and opportunities

Nov 2011 – Dec 2014

Head of Online Self-service, AVP

DTAC, THAILAND

- Created 3-year online migration strategy, which include capacity forecast, business case development, and secured buy-ins from key stakeholders
- Led a team of 4 managers in implementing roadmap and innovating online portfolio, e.g. application and cancelation of promotion package, e-invoice service, and personal portal.
- Led cross-function team in multiple IT agility projects that resulted in faster time-to-market with standardize quality of products and services
- Ensured e-channel achievement of revenue generating and cost savings annual targets while improving customer experience score (via NPS)

Senior Manager (Marketing of online self-service)

DTAC, THAILAND

- Promoted Telenor-group global agenda of online service migration to stakeholders via workshops
- Created awareness and tactical campaigns to increase online service, resulted in e-invoice sign-up increasing from 1% to 25% penetration and e-payment revenue growing by 100% within 1.5 years

Aug 2010 – Oct 2011

Regional Brand Manager, South East Asia Laundry – Breeze portfolio

UNILEVER ASIA, SINGAPORE

- Ensured launch readiness for a new product line that was to bring profit margin uplift of 5% to a volume-base portfolio; controlled € 600K A&P budget for the launch
- Managed product development network, which involved a team of 6 cross-functions (incl. R&D, Supply Chain & Finance) seated in 5 countries
- Secured stakeholder launch buy-in and regular post-launch update of achievement and next-steps
- Acted as the sole contact person between regional and Thailand local team for any project within the 3 brands of laundry portfolio
- Conducted extensive research for brand white-space market entry in South East Asia – conducted consumer-insight discovery workshop and built business case based on qualitative findings

Oct 2006 – Jul 2010

Senior Strategic Planner

LOWE BANGKOK

- Developed media allocation strategy (brand-building and tactical campaigns) to deliver strong results. Key account included:
 - Johnson & Johnson's Body Care, total new brand with comm. budget of 100mil baht.
 - P&G Carefree, market leader of female product, with comm. budget of 30mil baht. Recommendation improved client market share by 6.2% in a de-growing market.
 - Unilever Wall's, market leader of ice cream, with comm. budget of 100million baht with growth achievement of annual growth of > 20%

Dec 2004 – Mar 2006

Assistant Business Development, GM

UNI-PRESIDENT, Thailand

- Origination and execution of strategies for pasteurized product development comprising of supply chain, production, R&D, logistics management as well as marketing campaigns.
- Chosen to attend Product Manager training at headquarters in Taiwan

EDUCATION

Apr 2000 - Dec 2003

Bachelor of Business Administration (Marketing)

Thammasat University, Bangkok, Thailand

Jan 1991 – Dec 1999

Primary and Secondary School, Singapore

LANGUAGE SKILLS

English (Fluent), Thai (Fluent), Mandarin (Fluent – speaking and writing)

Personal Interest

Passionate of balanced lifestyle, especially for exercise and Pilates

Avid traveler of Japan – for food, sceneries, and contrast of tradition and modern culture

Enjoy oldies music (e.g Beatles, Frank Sinatra, Louis Armstrong), explore new restaurants