



PERSONAL INFORMATION

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ACHIEVEMENT SUMMARY

1997 Personal Achievement Award, IBM Asia Pacific

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2002 Personal Achievement Award, IBM Asia Pacific

2003 Personal Achievement Award, IBM Asia Pacific

2003 Asia Pacific GM Award, Personal Computing Division, IBM Asia Pacific

2004 Asia Pacific GM Award, Intel Desktop Board Team, Intel Asia Pacific

2007 CSI Award, Microsoft Corporation

PROFESSIONAL EXPERIENCE (FROM PAST TO PRESENT)

1994-1995 IBM Thailand Company Limited BKK, Thailand

Telesales Representative, Direct marketing

- To develop demand generation campaign
- To follow up leads from demand generation campaigns
- To turn leads to be sales revenue
- To execute direct sales business model in Thailand

1996-2000

IBM Thailand Company Limited BKK, Thailand

Telecoverage Representative, Direct marketing

- To build customers relationship within assigned industries
- To achieve assigned annual sales quota within assigned industries
- To follow up leads generated from campaigns and work with business partners in order to close sales
- To work with business partners in order to develop solution for each customer

2000-2004

IBM Thailand Company Limited BKK, Thailand

Product and Marketing Manager, Personal Computing Division

- To be responsible for end-to-end product management through the product life cycle
- To analyze market movement and to get partners' feedback in order to plan quarterly product marketing plan for country execution
- To work closely with sales team and partners on tenders & projects sales on product specification and model selection to make sure the products proposed having competitive edge over competitors
- To update quarterly product roadmap and transition to business partners
- To work closely with business partners during product transition period to make sure there is a minimum impact on business partners inventory and also business partner satisfaction
- To help business partners to close sales and to do product presentation for end customers when needed
- To work with Alliance Partners eg. Intel and AMD for joint marketing programs
- To be a spoke person for the Personal Computing Division on product press launch, press interview, and other events
- To be a focal point to talk to industry analyst eg. IDC and Gartner on the product/technology trend and also PC shipment numbers on quarterly basis

2004-2005

Intel Microelectronics Thailand BKK, Thailand

Channel Account Manager, RCO

- To report to Area Sales Manager
- To build customer relationship with assigned LOEMs
- To achieve annual assigned sales quota
- To develop and drive Intel Desktop Board business in Thailand especially with retailers
- To develop product advertising and marketing plan of Intel Desktop Board with selected advertising agency
- To work with regional team on supply chain management

2005-2006

Lenovo (Thailand) Limited BKK, Thailand

Country Marketing Manager

- To report to Country General Manager
- To achieve annual assigned sales quota
- To work with other business units in order to support their business objectives eg. sales team and product team in order to be in-sync for any promotional activities
- To analyze market data obtained from IDC and to present to country general manager with recommendations
- To receive the marketing guidance from Asia Pacific marketing and PR teams
- To develop and execute quarterly advertising, marketing, and PR plans within approved budget
- To work on advertising and media plans with WW assigned agencies to make sure that right medias are selected according to target audiences
- To work on PR plan with WW assigned agencies to make sure that we will get good coverage
- To build Lenovo brand using both above & below the line activities

2006-2011

Microsoft (Thailand) Co., Ltd. BKK, Thailand

Partner Account Manager, OEM Segment

- To report to OEM Director
- To drive OEM sales revenue through OEM partners
- To start engaging with retail partners who assembly DIY PC with supporting incentive program
- To reduce unlicensed PCs in Thai market by working with OEM partners and internal Business Groups eg. product, marketing, and anti-piracy
- To develop partner account plan and relationship with Quarterly Business Review
- To give quarterly feedback to RHQ (Regional Headquarter) on Thai PC shipment and intelligence
- To analyze PC shipment data in order to be able to translate into strategies and tactics to be able to achieve assigned KPIs
- To work with public sector team to secure Windows platform in strategic deals eg. Ministry of Education and Ministry of Information and Communication Technology
- To enable partners readiness both sales and technical perspectives before new product launches

2011-2014

Microsoft (Thailand) Co., Ltd. BKK, Thailand

Distributor Account Manager, Consumer Channel Group

- To build relationship with Distributors executives and working team
- To drive OEM/FPP sales revenue through OEM Distributors (Ingram Micro, Synnex, and The Value Systems)
- To drive incremental units of Windows preinstalled PC/NB sales through OEM Distributors and non-OEM Distributors
- To conduct sales training for Distributors salespersons when new products launch
- To work closely with Distributor Product Managers to land “To-Distributors” and “Through-Distributors” programs
- To expand numbers of resellers/retailers through Distributors
- To work with Distributors Product Managers to manage the inventory level on a monthly basis that healthy inventory is maintained but within the guideline

2014 till Present

Microsoft (Thailand) Co., Ltd. BKK, Thailand

Partner Sales Executive – Local OEM, Consumer Channel Group

- To manage relationship with top tier resellers and Local OEM partners
- To drive OEM/FPP sales revenue through partners
- To shortlist and recruit new potential partners to be Local OEM partners (Named OEM)
- To work with Local OEM partners and ODM to assort Windows devices to market in Thailand
- To do co-marketing with partners to drive sell-out to end customers
- To update and conduct new product training for partners’ salespersons regularly
- To build and to maintain partners’ community to exchange the ideas and get feedbacks from the market and adapt to the changes in promptly manner

PROFESSIONAL CERTIFICATION & TRAININGS

1. ELT (Entry Level Training) for sales professional
2. 7 Habits for highly effective people
3. Partner Blueprint
4. OEM ON-RAMP 101
5. Strategic Selling
6. Partner Executive Business Review Workshop

EDUCATION (FROM PAST TO PRESENT)

1991-1994

Assumption University, Bangkok, Thailand

Bachelor Degree, Faculty of Business Administration, Marketing

PERSONAL INTEREST

- Sports – golf, scuba diving, soccer, swimming, badminton, bowling, and etc.
- Movie and music
- Travelling
- Photography

REFERENCES

1. Pisal Manatangsakulkit, Country Manager – Channel Operations, IBM Thailand Company Limited
2. Thitakorn Ussayaporn, Chief Executive Officer, SVOA Public Company Limited