

ANANDA PHURAHONG

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PROFESSIONAL PROFILE

A highly motivated self-starter with 5 years solid of experience in IT for financial industry including banking, insurance and e-payment.

Able to work independently and skilled in enlisting the support of all team members in aligning with project and organizational goals.

EDUCATION

M.Sc. of Software System Engineering,
Thai-German Graduate School of Engineering
2012-2009

B.Sc. of Tech. Ed. in Computer Technology, King Mongkut's
University of Technology North
Bangkok (KMUTNB)
2009-2007

TRAININGS

Negotiation Skill and Crucial Conversation: In-House Training
Project Management Skill: Boston Network Co., Ltd.
Risk Management in Commercial Banking: The Thai Institute of Banking and Finance Association.
Operational Risk Management: The Thai Institute of Banking and Finance Association.

EXPIREENCE

Digital Business Analyst | 2014 - Present
Allianz Managed Operations and Services (AMOS)
Thailand

- In charge of EUR 5 million digital project group which have and will be launched across Asia Pacific.
- Work side by side with product owners, in an agile/scrum environment with distributed team.
- Specialize in product pricing engine topic; responsible for more than 30 products including unit linked, endowment, traditional base plans and riders.

Product Manager | 2013 – 2014
2C2P Headquarter
Thailand

- Develop the strategic direction of product lines.
- Manage B2C, B2C, and B2B2C product development.
- Provide product training to team members and product update to ensure everybody understands product positioning, benefits, target customers, and go-to-market strategy.

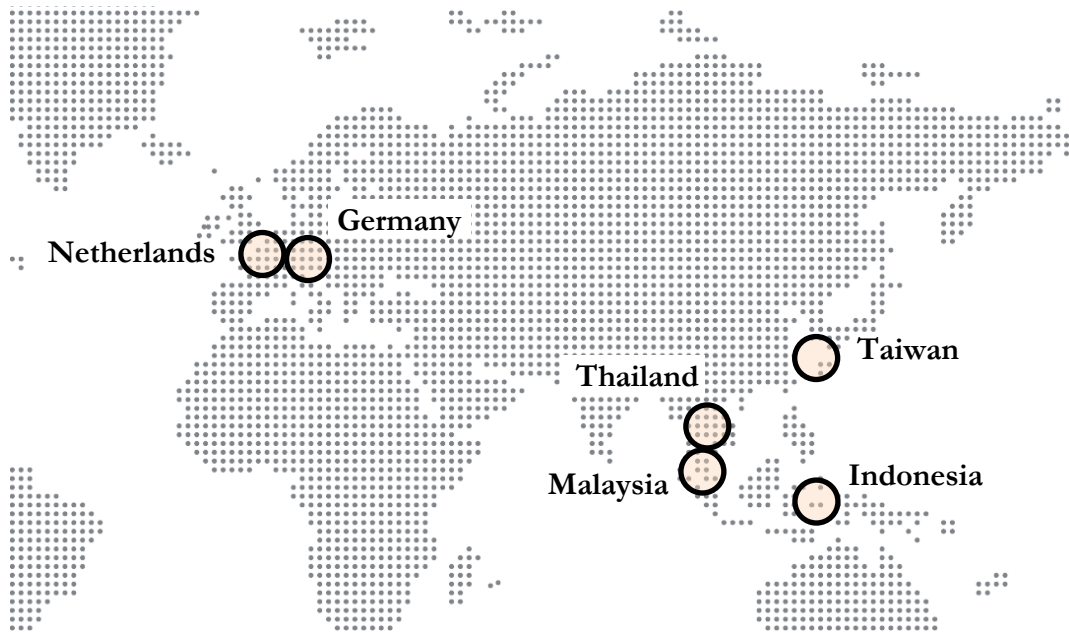
Business Analyst | 2011 – 2013
Kiatnakin Bank Headquarter
Thailand

- Provide business solutions specific in end-to-end retail loan.

Project management trainee | 2010 – 2011
Siemens IT Solutions and Services (SIS)
Headquarter, Germany

- Assist senior project manager.

PROJECTS



AMOS **Banca@Digital for HSBC | Indonesia, Taiwan**
 2014 – Present One insurance solution across all lines of business, with flexible products and services, based on client's needs.

Agency@Digital | Taiwan, Thailand, Malaysia
 This solution enables Allianz Life Insurance to be more effective and efficient in selling to the HSBC client base.

Modular@Digital | Taiwan, Thailand, Malaysia
 One backend solution for every frontend application, across vary channels from Agency, Banc assurance to Direct.

Others
Allianz Worldwide Partner - Bosch Telematics | Netherlands
Allianz Global Assistance Roadside Assistance | Malaysia, Thailand

2C2P **easyBills [B2C] | Thailand**
 2013 – 2014 Lead product strategy, design, and development together with Singapore team.

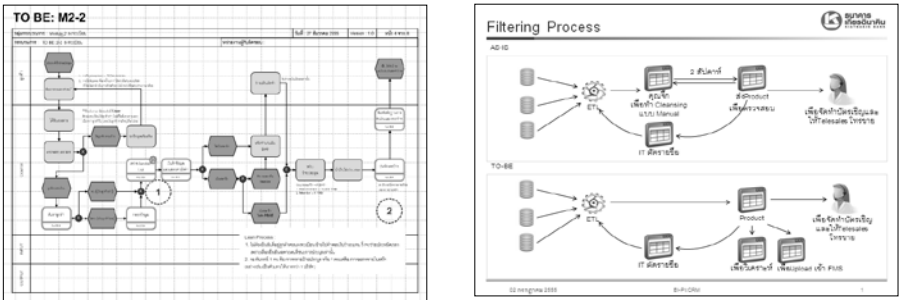
Others
Payment Gateway Services [B2B] | Thailand
Virtual Card on eWallet and bank account [B2B2C] | Thailand

Kiatnakin **Outbound Improvement | Thailand**
 2011 – 2013 **Cash Card Enhancement | Thailand**
Auction System | Thailand

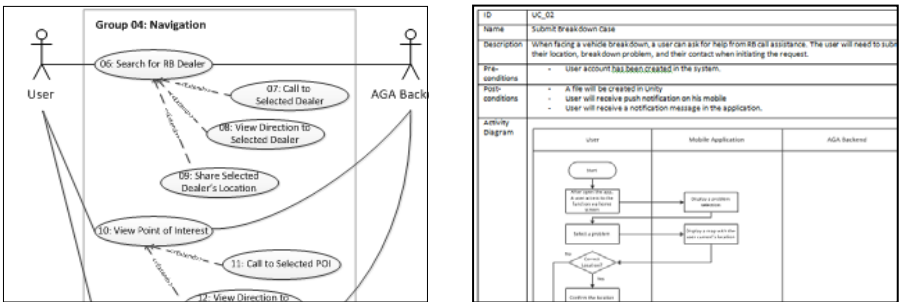
SIS **Project Intelligence | Germany**
 2010 - 2011

EXAMPLE OF PREVIOUS DELIVERABLES

Process
Improvement



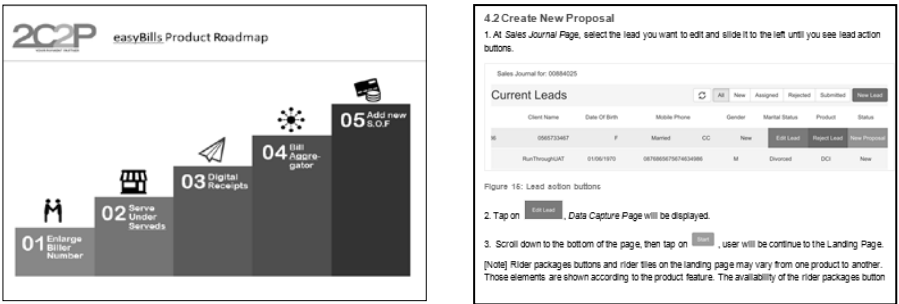
Functional
Design



User
Experience
Design



Product
Strategy
& Training



Test Cases

Test Case #	Subject	Details	Input
10	SALES_JOURNAL	SALES_JOURNAL	
11	SALES_JOURNAL	SALES_JOURNAL	
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15	SALES_JOURNAL	SALES_JOURNAL	
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