

**VISIT YINDISIRIWONG (TONY)**

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**PROFILE**

**BIRTHDAY: 8 JUNE 1976, 39 YEARS OLD**

**STATUS: MARRIED WITH 2 CHILDREN**

**PROFESSIONAL SUMMARY**

A dynamic, highly motivated and professional Business Development Director with a demonstrable track record of success spanning over 17 years in Information Technology management, project Development with strong in New Strategy Sales and Presentation skill. Very much results-orientated, energetic with an analytical, pragmatic and structured approach to Sales, Business Development, Marketing, client identification and competitor benchmarking.

Commercially astute with vast experience of negotiating and winning brand new business contracts and Approved Supplier status agreements. With a proven history of maintaining Project Management relationships with a wide range of clients. An analytical thinker, with a creative approach to problem solving and conflict resolution. An exceptional communicator and team player with excellent networking skills and the ability to liaise credibility with peers, clients and stakeholders. A versatile, 'hands-on' team-player, accustomed to delivering projects and programmes within strict time frames, whilst achieving consistent and outstanding results.

- Working in project management with the area of new business development in Trading, Online e-commerce channel, social media marketing and retail Business related.
- Fonder of a new startup innovation service company, #HASHTAG launch PR and marketing campaign on public television and social media, hand on with create content on social media and to lead all company online activities include newsletter, Google search engine optimized (SEO) sales promotion and marketing strategy.
- Expert in managing schedules, budgets and profitable projects.
- Engage and coordinate legal, financial, audit and other advisors
- Organized and effective manager and identifying tasks to facilitate on time and cost-efficient completion.
- Effective project manager to manage outsourced consultants in delivering quality work and documentation.
- A confident communicator; able to deliver enthusiastic presentation.
- A strong leader and team player; adapt at supporting team members to achieve personal and professional goals.
- Strong analytical and problem solving skills.
- Hands on from small scale to large-scale project.

## **WORK HISTORY**

### **General Manager Online Business - COL Public Company Limited (Bangkok, Thailand)**

#### **- June 2015 - Present [Online Shopping]**

- Responsible for market trends update and requirement to support brand or product development and implementation strategies in line with the company direction, also build and develop an annual business plan in line with the company and company strategies.
- Plan profit through delivery of both volume and cash margin by management of full price and markdown sales, intake margins, levels of markdown and obsolete stocks.
- Negotiate and keep the optimal relationship with supplier or stake holder to be ensured that company would take appropriate team to achieve both sales and margin plan.
- Involve with visual merchandising and promotion of the brands or products to maintain effective externally and internally communication to be aligned with company direction.
- Build and realise significant market share profitability across the market through development of Product Sourcing & Selection, Supplier Management, Stock Management, Promotional Management and Marketing.
- Achieve margin targets through efficient management of stock budgets and stock management including retail price management.
- Resource, recommend and buy an appropriate merchandise range to meet agreed sales, stock, markdown and profit targets in line with the overall company buying strategy.
- Keep abreast of competitor activity and consumer trends, making recommendations to the management team of further strategies.

### **General Manager, Hashtag Limited (Bangkok, Thailand)**

#### **- November 2013 – January 2016 [Startup – Retail Services]**

General Manager plays a critical role in determining the future and long-term success of mobile smartphone - Water Resistant Coating product in Thailand with a responsible for playing a key role in the management of respective team while providing overall staff leadership, sound strategic counsel and direction.

#### **Primary Responsibilities:**

- To setup and organize smartphone water resistant coating business in Thailand.
- Develop business initiatives and participate in sale pitch and presentations.
- Ensure accounts are profitable and provide administrative support.

#### **Lead:**

- Supervise standards within office and premium front and back end retail store.
- Edit work and/or provide direction to ensure quality of service and merchandise selection with a highest standard.

**Team Management:**

- Participate in the development of the monthly and annual business plan and budget.
- Provide leadership, direction and guidance to the teams.
- Develop and coach the teams for peak performance.
- Mentor individuals staff so that they are able to achieve their professional goals.
- Ensure quality work from team in order to meet/exceed expectations.
- Play an active role in identifying, recruiting and retaining talented professionals team.
- Attend reviews and staff meetings – provide ongoing communication and feedback.
- Ensure that team members adhere to agency time reporting and working guidelines.

**Financial:**

- P&L ownership and oversight.
- Delivery of business results as outlined in the Annual Planning process.

**Media:**

- Responsible for developing media relations' strategy and delivering results.
- Hands on for those major Social media such as Facebook, Instagram, Twister and YouTube.

**Project Manager, Central Embassy and Property Leasing - Special Project (Bangkok, Thailand)  
- January 2008 – October 2013 [Project Development - Luxury Retail and Hospitality]**

- Reporting directly to the Managing Director of the unit.
- Responsible for overseeing operational work from inception of project through to execution of construction.
- Task include high level coordination with all stakeholders involved ranging from local and international players, governmental and private sectors – Real estate, legal, finance, design and architect, contractors, etc.
- Related work also includes assessing retail and hospitality side of the business (Luxury shopping malls and 5 star hotels in Thailand and internationally).

**Project Manager, Nakamura International (Bangkok, Thailand)  
- October 2006 – December 2007 [Apartment and Condominium Property Agency]**

- Team lead in setting up 3 key projects for new service apartments. Success rate of the sector was ranked top in the firm.
- Work task include developing and implementing the IT network and systems for all the projects and also the company needs – to raise the efficiency level for the company.
- Initiating and developing a database system used in collecting and storing all real estate projects for the company.
- Planned and managed the company's online marketing to help increase awareness and implementation of marketing activities.
- Act as IT support and consultancy for all tenants under the care of the company's properties.

**Administrative Manager, The Plastic Product (2003) (Samutprakarn, Thailand)**  
**- June 2003 – August 2006 [Distributer and wholesale of LESILON Pipe Brand]**

- Reported to the Director.
- Engaged in both planning and execution of all business strategies. Success included significant improvement to the company's financial situation upon joining the firm.
- Coordinated and liaised with overseas suppliers and end customers.
- Oversee and managed all departments within the company to ensure efficiency for the business.
- Planned and developed all IT needs for the company.

**Qualitative Researcher, AMI / Synovate (Bangkok, Thailand)**  
**- December 2001 – June 2003 [Multinational research agency engaged in providing all areas of market research products to both local and International client base]**

- Engaged in all steps required of qualitative research. Client briefing, proposal generation, project management, moderation, analysis, and client presentations.
- Project management involved coordinating between different parties local and international to ensure a successful implementation of all research projects base on provided international framework.
- Working in conjunction with the quantitative department of full research projects.
- Providing client service and consultancy for all Qualitative-related works.

**Project coordinator, Intelli-media Inc. (Pennsylvania, USA) – 2001 [Development of learning and marketing systems for the pharmaceutical and biotechnology industries]**

- Responsible for managing resource and work process between different departments to ensure completion of project within given time frame and set budget.
- Responsible for setting budget and financial issues related to each project, and making sure resources are utilized efficiently and effectively.
- Liaising with clients to ensure that work is delivered within set timing as well as ensuring quality of work delivered.
- Responsible for managing all IT-related networks, hardware and software.

**EDUCATION**

Jan 1996 – Dec 1998      Griffith University (Gold Coast, Australia) Bachelor of Multimedia

**OTHER TRAINING / CERTIFICATES**

Aug – Oct 2007      KSME Care (Kasikorn Bank Small Medium Enterprise Intensive Class for Small Business Owner)  
Aug – Oct 2002      Sasin Graduate Institute of Business Administration of Chulalongkorn University – Informative Business Correspondence

**SKILLS & ABILITIES**

- Strong supervisory, coaching and project management skills.
- Excellent organizational, multi-tasking and time management skills with attention to detail.
- Strong leadership and inter-personal management skills.
- Strong analysis and solution development skills.
- Quick learner who is always seeking new challenges.

- Experienced with a wide variety of industries with in-depth knowledge of IT-related issues within each industry

#### **LANGUAGE SKILLS**

- Thai, English                      Fluent in comprehension, reading and writing
- Mandarin, Fukien                Fluent in comprehension

#### **COMPUTER SKILLS**

- Excellence knowledge of Online Related Business, Information Technology, network and mobile applications.

#### **PERSONAL INTERESTS**

- Reading, Listen Jazz music, Jogging, and swimming.
- All Apple Inc. Products, New Gadget & Technology

#### **REFERRALS**

- Upon request