

Mr. Nawin Mahapruek

(นาย นาวิน มหาพฤกษ์)

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Career Objective

To create maximum value, playing a significant role in company and utilize my experiences, knowledge and skills

Summary

Strong sales and marketing skill from an international company which capable to create immediately value to company with can-do attitude

Core Competency

- Experienced in Sales, Marketing and Category Management
- Team management skill & Good negotiation skill
- Experienced from international companies with Can-Do Attitude
- Sales and Marketing role relate to B2C and B2B including modern trade channel

Working Experience

Sr. Sales Manager / Sr. Consultant

July 14 – Present

Talent Technology Co., Ltd.

Responsibilities

- Analyzes business requirement from customers to identify and determine opportunities or areas for improvement of demand and revenue
- Collaborate with other members of the project teams to complete project tasks; and mentor other analysts on business requirements
- Sales monitoring, tracking, pipeline update and customer insight with sale team
- Manages and reports project business analysis to meet deadlines and schedules
- Create relationship at customer side from mid to high level
- Create sales promotion and rebate mechanism to drive revenue

Achievement

- Manage and Organizing products portfolio (Display Product) across corporate channel
 - Increasing number of sales among Finance customer (SCB, KTB)
 - Won SCB project "Digital welcome board for new brand "
 - Sales growth 30% Month on Month for Jan – Feb 2016
- Created a good level of relationship with Siam Commercial bank, Krungthai Bank and Kasikorn bank
- Increase sales revenue from 2014 with 28% YoY

Category Manager

Nov 2013 – Jun 2014

Microsoft Corporation Thailand

Responsibilities

- Assess industry & market trends to present and influence to customer
- Gathering the consumer: behaviors, attitudes and motivations to create marketing program from research data company
- Extensive product knowledge of both Microsoft and competitors to positioning and training to sale team, distributor and partner
- Create strategic business objectives align with Thailand market
- Create category planning across all consumer touch points and implement through distributor, partner and end customer.
- Lead and brief agency with product guideline and requirements to develop integrated marketing plans to encourage channel partner to drive more Microsoft product (MS Window and MS Office)
- Strategic marketing objectives in-store and online to support sale team, distributor and channel partner.
- Measure execution and ROI to compare and analyze with marketing investment budget
- Implement global strategies and align with Thailand market with compliance guideline
- Preparation and present MS product info

Achievement

- Identified and targeted the segment market to achieved 105% of quarterly budget
- Initiate the retails exposure through mobile partner channel : TG Fone, Ais and Dtac
- Successfully increase windows market share from 23% to 28% in a quarter
- Successfully in create MS office brand exposure and brand preference in retails channel (IT City, and Tesco)

Samsung Electronics

Responsibilities

- STP and create strategies including product life cycle and product roadmap planning
- Managing product's P&L with profit & lost
- Manage export, import shipment & trade
- Organizing marketing strategies as well as execution End to End
- Implement HQ marketing strategies with Thailand market
- Conduct 8 verticals sale team to expand channel coverage
- Focused on Finance and banking, Government sectors, Telco and Education.
- Order plan - selecting product and target segmentation each customer level
- Controlling inventory along with sell thru and provision aging plan
- Brand building – both exclusive product & mass product
- Budget planning for advertising and media spending
- Planning Sales' target with key driven strategies to influence with internal team across the channel
- Monitoring & stimulating Market's growth, size, opportunity and threat against sell target
- Coordinating plan of key distributor's sales target
- Driven customer's relation – key strategic parts

Achievement

- Increased customer base and channel coverage from 500 to more than 1000 customers
- Sales growth from 2007-2009 with 70%
- Sales growth from 2011-2012 with 66%
- Achieved 2008 with 96% from target. (1st half 2007 only 30% but recover in 2nd half)
- Number 1 Market share for Large format LCD monitor from 2009 - 2012
- Successfully maintained and increased client base by designing and implementing strategic customer-retention projects.
- Achieved over 100% sales budget within 3 months from assigned
- Planned and led execution of dealer campaign that increased monthly revenue
- Increased customer base from less than 1000 dealers to be 2000 dealers
- Channel focus & penetration to increasing sales & customer base.
- Bring SAMSUNG optical drive market share from number 5 to number 1 within 3 quarters
- Initiate and launch Samsung Large Format Display partner event to increase
- Increased strategic channel partners from 15 partners to be more 30 partners

Product Manager

May 2006 – Jul 2008

Synnex (Thailand) Co., Ltd.

Responsibilities

- Manage products as company assign such as , MB Asrock, MB & VGA Gigabyte, HDD Western Digital, Memory Kingston.
- Market Research & Analysis, New market penetration strategy.
- Provide Product Information and Service to customers including sales and customer care services while ensuring service standard.
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- Identify customer needs in order to create sale opportunity on customer record.
- Gather list of target customers and their profiles in order to check their eligibility for cross selling or up selling.
- Monitor and keep track all campaign feedback for future usage in launching other campaign.
- Control stock inventory ensuring it is available for supporting the customer needs.
- Improve process of existing services.

Achievement

- Successfully create and increase customer base.
- Increased customer base for WD HDD from less than 100 to be 300 partners
- Increase coverage for Kingston brand at Synnex from 30% to be 45% portion
- Channel focus & penetration to gain dealers revenue.
- Penetrate and initiate channel program to build focus group of WD HDD dealer
- Achieved sale budget with 3 months after assigned
- Good at multitasking to handle and managing many products
- Good at team player and strong presentation skills to convince and motivate sale team

Education

Master Degree : Master Of Business Administration Stamford International University

Bachelor Degree : Business Administration (Marketing) Ramkhamhaeng University

Personal Information

Date of Birth : 11 Jan 1975

Height : 172 Cm

Weight : 64 Kg