

RITTICHART SIRIVONGSE NA AYUDHYA

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Career Objective	To become professional in management for online business
Core Competency	<p>10+ years experience of..</p> <ul style="list-style-type: none">• Online business management.• E-commerce strategic & implementation.• Marketing & technical consultation.• Large scale IT project management.• Website & mobile application development.
Work Experience & Responsibility	<p><u>Berli Juckers Public Company Limited</u></p> <p>VP- Online Business May / 2014 – Present</p> <ul style="list-style-type: none">▪ Start up new online retail, wholesale & door-to-door logistics business unit.▪ Responsible for P/L and overall management.▪ Manage & supervise 4 directors and 14 managers from the following department of marketing, IT, fulfillment and business development.▪ Lead in online business acquisition opportunity <p><u>Teleinfo Media Public Company Limited</u></p> <p>Online Business Director Mar. / 2012 – Apr. / 2014</p> <ul style="list-style-type: none">▪ Responsible for P/L and overall management of online business unit.▪ Direct & control operation of online advertising products & services and e-commerce platform.▪ Manage & supervise 5 managers for the following department of sale, marketing, e-commerce, technical & customer support.▪ Lead & participate in company's new business opportunities committee . <p>Online Business Manager Jul. / 2011 – Mar. / 2012</p> <ul style="list-style-type: none">▪ Act as general manager of Online Business unit.▪ Responsible for P/L of all online products including online & mobile advertising, e-commerce & other online services.▪ Manage & supervise 5 managers for the following department of sale, marketing, e-commerce, technical & customer support.

Department Manager Mar. / 2008 – Jul. / 2011

- Responsible to grow revenue from internet related products.
- Start up Online Media Agency business as a new source of revenue.
- Setup strategic direction for Online product.
- Supervise managers & staffs in 4 areas of Sale, Marketing, Technical & Customer support.

Sirivongse Asset Co., Ltd.

Director Apr. / 2006 – Present

- Member in board of directors.
- Setup and direct group investment policy.
- Bring in new investment opportunity.

RingZero Networks (Thailand) Co., Ltd.

Head of IT Services Sep. / 2005 – Mar. / 2006

- Managing & grow IT Services business unit.
- Supervise sale manager, sale coordinator, IT manager, solution architect and in-house resources including project manager, system analyst and programmer.

Special Project Director May / 2005 – Sep. / 2005

- Conclude large scale IT contract.
- Exclusively handle project from government agency and state enterprise.
- Partner management.

Director of EIT Jan. / 2004 – May / 2005

- Administrate and manage EIT business unit to provides front-end and backend application development using .NET and JAVA technology.
- Lead group's sale strategy.
- Coordinate in other business units' sale activity.

Director of Operations Oct. / 2002 – Jan. / 2004

- Administrate and manage company's whole production capability.
- Lead special team to develop instant web application software.
- Manage up to 4 project managers, 12 designers, 10 programmers and 2 content editors.
- Being key business solution presenter to potential clients.
- Organize internal staff training course.
- Supervise project manager for large scale projects.

Manager - Internet Projects Dec. / 1999 – Oct. / 2002

- Plan and manage creative work and software development projects.
- Manage up to 4 programmers, 9 designers and 2 content editors.
- Lead team of programmers and designers for solution development & sourcing.
- Being key contact point for post-sale customers.
- Client & partner handling.

	<p>Web Designer Aug. / 1998 – Dec. / 1999</p> <ul style="list-style-type: none"> ▪ Develop websites and custom web-based applications for client and internal use. ▪ Administrate company Internet, Intranet, Mail server and local Network. <p><u>Internet Marketing Co., Ltd. (PANTIP.COM)</u></p> <p>Web Designer Jan. / 1997 – Jul. / 2000</p> <ul style="list-style-type: none"> ▪ Design and co-founded Pantip.com. Currently, one of the most popular websites in Thailand. <p><u>Tai-Vi-Jit Partnership</u></p> <p>Marketing Trainee Jan. / 1996 – Jan. / 1997</p> <ul style="list-style-type: none"> ▪ Manage 5 shop outlets in Central Ladprao, Bangna, Ramindhra, Fashion Island & Had-Yai and 1 flagship shop in Silom Complex. ▪ Control stock and raw material. ▪ Develop production workflow for a small fashion costume manufacturer. ▪ Research on production performance.
Education	<p>2002 – 2004 College of Management, Mahidol University BKK Master of Management in E-Business Management (International Program)</p> <p>1994 – 1998 International College, Bangkok University BKK BA in Business Administration (International Program)</p>
Skills	<ul style="list-style-type: none"> ▪ E-commerce & online marketing, from conceptual, execution to management. ▪ Process engineering. ▪ Team & project management. ▪ Coldfusion programming. ▪ Online advertising, Search engine & social media marketing e.g. Google Adwords, Facebook Ads.
Interests	Innovation, golf, cook, dog, watch, amulet, beach life and home decoration.