

Kultawat Pintusopon

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| SUMMARY Over 10 years of experience in marketing including corporate strategy and business development with high level of achievements in term of 1)increasing sales volume, profit and profit margin 2)increasing market share and brand awareness (No.1 market share of many products or services in charged) 3)increasing distribution channels (B2B, B2C, traditional, modern trade and project channels) 4)expanding business with strategic partners domestic and international markets 5)initiating new sales & marketing strategies 6)developing effective working process and operation. Highly driven with various business and management skills and positive attitude under pressure. |

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### PERSONAL INFORMATION

**Gender:** Male

**DOB:** April 27, 1980

**POB:** Bangkok, Thailand

**Nationality:** Thai

**Marital status:** Single

**Military Status:** Exempted

### EDUCATION

**Master’s Degree in Business Administration** (2010) - **GPA 4.0 (First Honor)**

**Major: Finance**

Assumption University

**Bachelor’s Degree in Business Administration** (2006) - **GPA 2.**7

**Major: Business Information System Minor: General Management**

Assumption University

### SKILLS & ABILITIES

* Proficient to using Microsoft Office (Word, Excel, Power Point, Access, Visio, Publisher, Outlook) and etc.
* Systematic and logical thinking, Time-Line and Project Management, Strong analysis and forecast, Good knowledge in many industries, Think out of the box, Service minded, Communication skill, Interpersonal skilled and Respectful.

**Language Skills:**

Thai: Native English: Excellent

Chinese: Basic

## EXPERIENCE

**Siam Commercial Bank Public Co., Ltd. 2016 – Present**

*Leader of Thai Bank*

**Position: VP of International Business**

**Report to: FSVP and EVP of International Business, CEO**

***Duties:***

* Develop business strategies for oversea branches in AEC in term of product, trade, investment, channel, promotion and marketing communication.
* Develop strategies for oversea business expansion with strategic partners.
* Increase brand equity of SCB in oversea market through product, sales approach process and channel.
* Manage customer portfolio rely on economic trend and situation.
* Set up mid-term and long term plans with target and KPI.
* Initiate key strategies with action plans in term of product, process, operation and work flow to achieve mid-term and long-term target.
* Analyze the feasibility of each initiative whether it is worth for doing and investing.
* Manage B/S, P&L and utilize the budget in order to maximize the profit.
* Monitor and tracking the progress of all strategies.
* Perform forecasting, statistical analysis and market research.
* Analyze industry, market, business practices, players, customer behaviors, rule & regulation, trend and etc. in other countries to develop international business opportunity.
* Coordinate with other departments for developing and improving process & operation to be efficiency and effectiveness.
* Report performance and activities progress to CEO and Board of Director.

## **Kasikorn Bank Public Co., Ltd. 2013 – 2015**

*Leader of Thai Bank*

**Position: AVP of World Business Division**

**Report to: FVP, SVP and EVP of World Business Division, Presidents and CEO**

***Duties:***

* Develop trade, marketing, product and channel strategies for serving and expanding International businesses between Thailand and other countries.
* Develop business strategies for oversea branches in China, HongKong, Japan and AEC.
* Develop strategies for oversea business expansion with strategic partners.
* Develop new products, solutions, promotion campaigns and events.
* Increase brand equity of KBank through product, sales approach process and channel.
* Develop new business opportunity in Digital business and E-Commerce.
* Develop customer portfolio management rely on economic trend and situation.
* Set up mid-term and long term plans with target and KPI.
* Initiate key strategies with action plans in term of product, process, operation and work flow to achieve mid-term and long-term target.
* Analyze the feasibility of each initiative whether it is worth for doing and investing.
* Manage P&L and utilize the budget in order to maximize the profit.
* Monitor and tracking the progress of all strategies.
* Perform forecasting, statistical analysis and market research.
* Analyze industry, market, business practices, players, customer behaviors, rule & regulation, trend and etc. in other countries to develop international business opportunity.
* Coordinate with other departments for developing and improving process & operation to be efficiency and effectiveness.
* Report performance and activities progress to CEO and Board of Director.

## **TOA Paints (Thailand) Co., Ltd.** **2012 - 2013**

*Leader of Painting and Construction Materials*

**Position: Marketing Manager**

**Report to: Vice President of Marketing and CEO**

***Duties:***

* Manage 3 ports as Wood (Brand - TOA and SHARK), Hardware (Brand - TOA, WIN, KOBE, SHARK, and Power Tools (RYOBI).
* Develop marketing strategies in the term of 4P including marketing media, advertising, activities and planning.
* Develop sales and distribution channels for retail and modern trade channels.
* Develop trade promotion for retail and modern trade channels.
* Develop new products, packaging, size, ease of use and etc for response to market needs.
* Develop marketing plans for promoting and launching new products into the market.
* Initiate and develop marketing activities including above the line and below the line.
* Manage P&L for each port in order to maximize profit by increase revenue, reduce COGS and manage in rebate programs, FOC, advertising cost, promotion campaign and etc..
* Monitor sales movement, expenditure, product allocate and product production.
* Provide in-depth market analysis on product, position, price, competitors, and market.
* Perform forecasting, statistical analysis and market research.

**Panasonic A.P. Sales (Thailand) Co., Ltd.** **2011 – 2012**

*Leading of Japanese Brand Home Appliances*

**Position: Marketing Manager**

**Report to: GM of Marketing and Marketing Director**

***Duties:***

* Manage 3 ports as Washing Machine, Kitchen & Small Appliances and Commercial Appliances.
* Develop sales and distribution channels for products in charged and B2B business.
* Develop marketing strategies in the term of 4P including marketing media, advertising, activities and planning.
* Initiate and develop marketing activities including above the line and below the line.
* Develop marketing plans for promoting and launching new products into the market.
* Manage, control and utilize marketing budget to maximize the company’s profit.
* Monitor sales movement, expenditure, product allocate and profit and loss in each product.
* Plan and manage stock in order to achieve target and serve market needs.
* Provide in-depth market analysis on product, position, price, competitors, and market.
* Perform forecasting, statistical analysis and market research.
* Create demand for new products by develop need into market.
* Sell products to new customers/distributors in order to expand products into market.
* Conduct sales training for company and business partners.

**Fuji Xerox (Thailand) Co., Ltd.** **2008 – 2010**

*Leading of Multifunction Devices*

**Position: Product Marketing Analyst**

**Report to: Product Manager and Marketing Director**

***Duties:***

* Develop marketing strategies in the terms of product, promotion, pricing, inventory, advertising and service.
* Set up new policies such as demonstration machine, record data and etc.
* Provide competitive product and market research.
* Conduct forecasting, econometric estimation, statistical analysis and product pricing for all matrix product lines.
* Perform business analyzes and prepare management reports to top management including data modeling, regression and scenario planning.
* Create new sales tools for using in motivate and develop sales representatives’ skill.
* Update competitors’ information, service, promotion and campaign.
* Manage and update information on the website of company.

**Sam Click Co., Ltd.** (subsidiary of INDEX Group Japan) **2006 – 2008**

*Leading of Mobile Contents Provider*

**Position: Assistant Marketing Director**

**Report to: Marketing Director and CEO**

***Duties:***

* Develop new services, promotions and campaigns to promote contents and services through all media channels.
* Set up and manage marketing plans with company’s partners and licensors in Thailand and other countries.
* Deal with customers to increase their market coverage by using company’s media channel.
* Develop channel and market to distribute contents and services.
* Perform forecasting and marketing analyst reports with complex information and data.
* Update our competitors’ information, service, promotion and campaign.

**M+R Fowarding Co., Ltd.** **2006 – 2006**

*Leading of Freight Forwarder*

**Position: IT Support**

**Report to: IT Manager**

***Duties:***

* Handle the server, network and all of office equipments such as fax and printer.
* Check and manage mail server in the South East Asia. Fix the computer problems in the company and from the oversea branches.
* Find new solutions (hardware and software) to help company to run working process more efficiency.

**Tiger Brand Biscuit Co., Ltd.** **2005 – 2006**

*Family Business in Biscuit Manufacturer*

**Position: Sales & Marketing Officer**

**Report to: General Manager**

***Duties:***

* Sell products to reach sales target and also finding new markets and customers.
* Make sales and marketing analyst reports, documents and presentation.
* Coordinate and support others to make a strong sales and marketing team.
* Survey market and make market research then using suitable strategy.

### SEMINAR

* A web-based business simulation game establishes by Chulalongkorn University; 2005
* ProductTrainingat Fuji Xerox Singapore; 2009
* Strategy Forum 2010 and 5 Strategic Thinking establishes by Strategic Business Development Center; 2010
* Search Value Stock by using financial technique and Investment in Gold/Gold Future and Property by Thailand Securities Institute: 2011
* Product Training and Business Meeting at Panasonic Malaysia; 2011
* Leadership and Team Management” by professional trainer at TOA Paint (Thailand) Co., Ltd.; 2013
* Workshop of develop mid-term strategy for China and Hong Kong Branch” at KBank Shenzhen: 2014
* Seminar of Investment Protection & Investor – State Dispute Settlement” by Ministry of Foreign Affair; 2014
* LDP – Leadership Development Program by Kasikorn Bank: 2015

### INTERESTED

Economic and World's round – up, Financial and Marketing news update, Property and Investment update, Computer, Internet and all new innovation technology.

### REFERENCES

Reference available upon request

### Salary

Current: 150,000 THB per month Expected: Negotiable