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# Dhanavitt Chiemprapha

## Career Objective

Corporate professional known for total corporate management with years of executive experience in leading an organization in a way of conceptual and strategic thinking with vision and leadership competencies

*Vision / Passion / Innovative*

*People / Strategy / Entrepreneurship*

*Dhanavitt’ Core Competencies*

## Career Expertise

* Thinking conceptually and strategically into actionable and innovative idea with positive attitude and proactive
* Driving for results with addressing an opportunity or solution and competing against a standard of excellence
* Pursuing a common mission and mutual goals with team leadership insight

Professional Qualification: Certified Professional Marketer (Asia Pacific), Member of Marketing Association of Thailand

## Career Experience

**Thai San Miguel Liquor Co., Ltd. / Thai Ginebra Trading Co., Ltd. February 2015 –Present**

**General Manager**

*Thai San Miguel Liquor is an affiliated company under Thai Life Insurance, competing in Liquor Packaged category “Spirit 8”, “bezo” and “Chang Thong”. Reporting to Executive Committee and the Board of Director, the position contributes total business turnover over 800 MM Baht with two business unit; B2C and B2B ( Industry), as well as managing Profit/Loss and EBITA accountability of Plant and Commercial Corporation. The position has leaded plant and commercial organization with direct senior executives, 9 members, and total 131 staffs.*

*Key Responsibilities*

* *Implementing and planning corporate strategy in long-term and short-term strategy for future growth of the company*
* *Conducting board meeting and coordinating with the Board of Directors to develop and direct corporate strategy and direction*
* *Planning strategically into corporate achievement with addressing an opportunity or solution for the organization*
* *Demonstrating positively executive direction, critical thinking skill and commercial sense toward the Executive Committee*
* *Building performance with financial target to ensure corporate profitability and growth, product quality, customer satisfaction, Brand image & people development.*

*Key Accomplishments:*

* *Provide best-practice procedures; monitor and drive progress against business objectives throughout year and ensure plans align with the company’s strategic goals*
* *Identify new business opportunities to gain more sales revenue; evaluate business impact of industry and business trends*
* *Turn the business corporation into positive profitability in the first quarter of 2016 since 2007*

**Dole Packaged Food Asia July 2011 –February 2015**

**Commercial Director – Thailand and Indo-China, Board of Directors of Thai-American Food Ltd.**

*Dole Package Food Asia is an affiliated company under Dole Corporation, competing in Packaged Fruit Food category “Dole”. Reporting to Vice President – Dole Asia Pacific, the position contributes total business turnover over 500 MM Baht with three business unit; Retail, Food Service, B2B ( Industry) and Export, as well as managing Profit/Loss and EBITA accountability of Commercial Corporation. Also, the position has been responsible for new business in new market of Myanmar, Cambodia and Laos. The position has leaded marketing, B2C & B2B commercial, business development (Export), financial & accounting and demand & supply planning with 21 members.*

*Key Responsibilities*

* *Planning strategically into corporate achievement with addressing an opportunity or solution for the organization*
* *Leading, formulating, and reviewing corporate strategy and performance with financial target with P&L deliverable*
* *Demonstrating positively executive direction, critical thinking skill and commercial sense toward the regional board*

*Key Accomplishments:*

* *Delivering EBITA above budget in 2011-2013 (TOP-3 affiliated country in most EBITA US$ deliver)*
* *Expand retail business unit growth with distribution strategy through sole distributor establishment in 2012 as well as reach the positive profitability of retail business unit in first time.*
* *Improve Net Working Capital through business practice and control, especially demand & supply planning in 2012/13 (Inventory and sales turnover)*

**Energizer Thailand Ltd.**

**National Sales Manager (Director) October 2009-June 2011**

**Sales & Marketing Manager (Director) January 2004- October 2009**

*Energizer Thailand is an USA company, competing in two major categories, Household “Energizer”/“Eveready” and Personal “Schick” (Razor & Blade)/ “Playtex Group” products. Reporting to Country Manager, the position contributed total business turnover over 450 MM Baht with establishing business objectives and implementing strategic planning, as well as managing Profit/Loss of Commercial Corporation. The position leaded marketing team with 2 direct members (brand manager) and sales team with 2 direct members; traditional trade manager and modern trade manager*

*Key Accomplishments:*

* *Directing Energizer growth with channel strategy through modern trade business with market share from 30% to 40% s in 2004-2006.*
* *Developing potential Energizer rechargeable battery and flash light portfolio as opportunity category in 2006-2007*
* *Leading network channel expansion through key dealer in 2005-200, from 2 key dealers to 7 key dealers as well as developing corporate sales channel both private sector (corporate/industry) and government sector (military)*
* *Launching new Personal product category “Schick” (Razor & Blade) in Thailand market in 2007 with double growth in 2009 and 2010.*

**Technopia (Thailand) Ltd. January 2003- January 2004**

**Texchem Consumer (Thailand) Ltd. March 2001- December 2002**

**Chief of Commercial Department and Marketing Manager**

*Technopia (or Texchem Consumers), an affiliated of Texchem Group - a Malaysia multinational company, manages brand and market of household insecticide products in Thailand, Myanmar, Laos and Cambodia. Reporting to Managing Director, Marketing Manager covered profit management of corporation, corporate finance management and operational management of department. The head leaded 3 divisions; marketing, financing & accounting and business administration. Also, Marketing Manager was responsible for corporate marketing strategy of insecticide category (Chang, Fumakilla or Jumbo) Thailand, Myanmar, Cambodia and Laos with total sales turnover of over 400 MM Baht.*

*Key Accomplishments:*

* *Elaborating the positive-growing sales performance and the increased value share from 21%to24% in Y2002and 29% (ACNeilsen) in Y2003.*
* *Managing long-term corporate strategy in household insecticide category with a growth potential 125% in Y2003 (compared to 2001).*

**CPC/AJI Thailand Ltd.**

**Group Product Manager – Knorr Group May 1999 to February 2001**

*CPC/AJI was an international food manufacturer, distributor of “Knorr” and “Bestfoods” brand. Group Product Manager, reporting to Marketing Director, managed seasoning food category under “Knorr” with total sales turnover more than 600 MM Baht (Y2000) with 3 staffs. The position managed long range of strategic brand planning for Knorr category, as well as handled decision-making for Profit/Loss of category portfolio management. In addition to, the standing integrated the strategy of marketing communication for Total “Knorr” brand.*

*Also, he was appointed to be new product development leader in early 2000 to lead the team for developing the long-term strategic new product plan and recommending business decision such as initial investment and market –entry investment.*

*Key Accomplishments:*

* *Achieving in total Knorr Seasoning group at growth rate of 125 % with price strategy and channel strategy. This increased market share from 49% to 51% (ACNeilsen) in the year of 2000.*
* *Launching new opportunity to non-meat extension of Knorr Soup Cube: Knorr Tomyam Cube (Herbal Thai Spicy Soup) and new flavor, Knorr Mushroom Cube. This campaign generated contribution to20% of soup cube sales in year of 2000.*
* *As new product development leader developed and launched two new key product launches; Knorr Cup Soup (Ready-to-eat soup) and Knorr Namyam (Thai salad dressing) in Y2000.*

**Nestle Products (Thailand) Inc. April 1998 to April 1999**

**Core (Senior) Project Manager – Business Excellence Department: Commercial (Sales & Marketing)**

*In early 1998, he was promoted to be Core Project Manager of Business Excellence Unit to lead commercial team; 3 members. (NB: there are 3 teams for the unit; manufacturing, supply chain and commercial that covering sales & marketing.).*

*Reporting to the Vice President -Business Excellence Unit and Steering Executive Committee, Core Project Manager performed a key integrative role in implementation “Business Change and Improvement” to all level of company staffs for new business thinking and practice in marketing, sales / trade marketing and logistics. Major responsibilities covered strategic, operational and/or organizational issues, as well as weighed options with the recommendations.*

*Key Accomplishments:*

* *Launched the new business practices in January 1, 1999. Key business practices were Forecasting, Inventory Information System, Marketing Budget Information & Decision Practice, and Key Account (Sales) Information & Decision Practice.*
* *Invented a breakthrough demand-supply planning practice to leverage Sales & Marketing interactions*

**Brand Manager - Chocolate & Confectionery Business Unit July 1995 to July 1998**

*As Brand Manager of Smarties and POLO with turnover 300 MM. Baht (1998), key responsibilities were strategic brand plan and brand execution as well as marketing programs evaluation. In addition, brand profit/loss portfolio was one of key benchmark as brand responsibility.*

*Reporting to the Vice President - Confectionery Business Unit, Brand Manager integrated and developed marketing communication strategy with agencies. Other key cross function responsibility was key account management with modern trade team.*

*Key Accomplishments:*

* *Re-launched new brand strategy for POLO in early 1996 with value growth rate over 30 % in 3 consecutive years.*
* *Initiated business alliance with Disney under Smarties brand by launching Disney’s cartoons character figurine with Smarties as value-added concept.*

**Ogilvy & Mather Thailand Ltd.**

**Media Planner, Media Planning Department February 1993 to June 1995**

*Ogilvy & Mather Thailand was Top-Three Media agency in Thailand. Media Planner reported to Media Planning Director and handled various accounts; international accounts such as Unilever (Pond), IBM, Pepsi, Bristol Myer & Squibb and Nokia and local accounts such as Boonrawd and Osotspha. Media planner recommended media strategic plan toward clients to reach marketing communication objectives and evaluated the performance of media plan based on verified information from research affiliates.*

Key Accomplishments:

* Executed the new media activity for IBM – Think Pad, corporate campaign for Pond’s (New product launch) and launch campaign for new Counterpain product, Counterpain Cool.

**United Food Service, UNT Student Union, Texas, USA September 1991 to December 1992** (During Studying)

*United Food Service, a department of UNT Student Union of University of North Texas. As a supervisor (part-time), the responsibility was food-service management for Faculty canteen function.*

**C.P. Intertrade Co., Ltd.**

**Asst. Import/Export Director, Poultry Section. February 1988 to July 1989**

*C.P. Intertrade, a company of Charoen Pokaphand, in Poultry section. As an assistant, reporting to the Import/Export Director in poultry section, the responsibilities were coordination with international businessmen (Asia) for poultry trades, analyzation in the international marketing situation and environment and implementation for new trade projects.*

## Education

**MS, Applied Economics. Institute of Applied Economics, University of North Texas, Texas, USA 1991–1992**

*Concentrations: Business Forecasting, Marketing and Advertising. Top-10 Student in Class of 92*

**MBA, International Management. Graduate School of Management, University of Dallas, Texas, USA 1990–1991**

*Concentrations: International Business Management. Top-20 Student in Class of 91*

**BA, Economics School of Economics, Thammasat University, Bangkok, Thailand 1984–1988**

*Concentrations: International, Industrial and Monetary Economics.*

**Diplôme de Pâtisserie Le Cordon Bleu Dusit** **Culinary School, Bangkok, Thailand 2011–2012** (Saturday class)

*Pâtisserie Programme: Basic, Intermediate and Superior.*

**Private Pilot Class. Bangkok Aviation Center, Bangkok, Thailand 2004-2005**

## Others

**Guest Lecturer and Speaker**

* International Program, Mass Communication Faculty, Bangkok University, November 1993 to *1997**(undergraduate program)*
* Mass Communication Faculty, Rangsit University, November 2001 to 2003 *(undergraduate program)*
* Graduate Program, Mass Communication Faculty, Bangkok University, January 2000 to 2009
* Graduate Program, Mass Communication Faculty, Chulalongkorn University, January 2000 to 2015
* Strategic Planning *(undergraduate)* , School of Entrepreneurship and Management, Bangkok University, November 2014 to 2015

## Seminar and Training

Communication Skill Training Programme. (O&M) October 1993, Bangkok, Thailand.

Media Planner’s Regional Programme. (O&M) April 1994, Bali, Indonesia.

Management Training Programme. (O&M) May 1994, Bangkok, Thailand.

Nestle Key Account Management & Negotiation Seminar. April and August 1996, Bangkok, Thailand.

Strategies for High Involvement Leadership. (Nestle) September 1996, Bangkok, Thailand.

Marketing at Nestle Zone II Seminar. October 1996, Bangkok, Thailand.

Problem Solving and Decision-Making Programme. (Nestle) April 1997, Bangkok, Thailand.

Nestle Confectionery Marketing Management Seminar. February 1998, Vevey, Switzerland.

Sales & Marketing Excellence Workshop. (Nestle) March 1998, Bangkok, Thailand.

Joint Asian Marketing and R&D Workshop. (Best Foods) February 2000, Bangkok, Thailand.

New Product & Service Research Seminar. (Burke Institution, ACNeilsen) March 2000, Bangkok, Thailand.

Regional Brand Workshop. (Best Foods) May 2000, Manila, Philippines.

C21 World Marketing Conference (Marketing Association of Thailand) June 2000, Bangkok Thailand.

Train The Trainer, (APM Group) August 2003, Bangkok, Thailand

Executive Leadership Course, Bullet Proof Manager, Crestcom 2008-2009, Bangkok Thailand