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|  | MR.CHUTCHAWAN CHIDCHAIMONGKOL 46/248 The Terrace Rama II, Thakham Rd., Samae-dam, Bangkhunthien, BKK 10150  Tel: +662 895 6491 Mobile: +669 7946 9145  Email: [chutchawan.ch@gmail.com](mailto:chutchawan.ch@gmail.com) |

With specialized experience of more than 20-years in innovation of Thai Telecom industry, mainly in the leading telecom companies in Thailand. Proven track record of managing large cross-functional programs, product management and marketing, service operation, business development and responsible for consistently reaching company targets. A result-oriented person with conceptual & analytic thinking, team building and people management mind set.

**Specialize in**

* Business Development and Strategic Alliances Relationship
* Product Strategy, Development and Management
* Program Management and Project Management
* Business Solutions, Applications, Data Analytic and Customer Engagement Tools
* Integrated Sale and Operation Processes

**Soft Cakes Co., Ltd. And Pass Creative Co., Ltd.**

**Oct-15 – Present (7-months)**

**Business Development Director**

* Oversee, review and assess e-Commerce, Passbook & e-Wallet, Digital Content & Community, Mobile payment and Online Marketing industry and identify the new business opportunities for business expansion, strategic alliances, joint venture, affiliate marketing, and/or other financial innovations
* Oversee the Business Feasibility Study, Strategic Directions, Business Plans, Guidance and Identify key industry developments in the areas of Business, Technology, Cyber risks, Information risks and Data analytics to advise Executive Management and Working Teams on emerging technology and potential business challenges.
* Oversee, develop and maintain Business Management Policies and Procedures to drive the company directions, with a focus on Business development, Technology and Operational.
* Oversee, build and maintain the business relationships with stakeholders to seek for business opportunities in e-Commerce & Passbook/Wallet.
* Managing teams and maximizing profit margins through business development and aggressively selling the business solutions and services in order to successfully achieve sales targets & KPIs
* Overseeing, coaching and supervising team members to ensure that their performance meets the required KPIs.
* Forecasting company targets by analyzing the business, as well as the company’s strength & weaknesses in order to develop digital business strategies.
* Oversee the directions and assignments that digital business solution promises are delivered.

**Huawei Technology (Thailand) Co., Ltd.**

**Jun-15 – Sep-15 (4-months)**

**Business Development and Operation Manager (Business Consultant)**

* Oversee & advise Huawei working teams on Business Impacts & Concerns, Project Management & Delivery, Technical issues and concerns with Mobile Network Operators.
* Monitor & Report the impacts / concerns / risks on an occurrence(s) of matter(s) during project delivery and mitigate the problems with direct & indirect solutions or activities.
* Provides weekly, monthly and strategic half-yearly report to South-East Asia Operation team & working team.
* Provides Business Feasibility Study, Strategic Directions and Guidance on behalf of Business Operation & Consultancy for a specific Digital Content project.
* Provides knowledge sharing of Business lesson learns, thoughts & improvement guidance for other digital business domains.
* Manage, solve and mitigate unexpected matters in relation on Business, Engineering & Operations with Huawei working teams and mobile network operators.
* Build the business relationships with working teams of mobile network operators to seek for new digital project opportunities for Huawei.

**InTouch Holding Co., Plc.**

**Apr-14 – May-15 (1-year 2-months)**

**Business Development Manager, New Business**

* Explored and identified New Business Opportunities for InTouch groups in Telecom, IT, Media and Digital Content.
* Developed Corporate Strategy in Digital Content, Digital TV and Digital Advertising.
* Seek, develop and maintain the business alliances and long-term relationship.
* Focused on Digital Content, Digital VDO, Digital TV, Digital Advertising and, especially, Intelligence Business Analytics.
* Provided the feasibilities, strategies, business models, financial assessment, forecast, guidance and fully impact assessment for key decision makers and steering committees.
* Lead and Engage Finance, Legal, Accounting, Business Consultants &Partners for Business Valuation and Due Diligence with targets.
* Negotiating and closing business deals by business partnership, joint venture and merges & acquisition.
* Responsible for overall project/business case development according to defined scope and ensure the projects/business align with strategic direction
* Work among all stakeholders toward common project / business goals and achievement.
* Liaison with partners/consultants/vendors for optimum technical solution and business model.
* Meet and discuss weekly among project teams to ensure progress move according to plan.
* Serve as consolidated point for the project and connecting to Steering Committee for project/business update and escalation.

**Truemove & Truemove H – Mobile Business**

**Jan-12– Mar14 (2-year 3-months)**

**Assistant Director, Business Development**

##### Ensure service operations align with the organization’s mission, strategic objectives, policies and KPIs.

##### Identified business opportunities and initiatives by researching for business and technology with cross-functional team, content providers and vendors to formulate the strategy, feasibility study and decision analysis including financial impact assessment.

##### Seek, managed and maintained strategic alliances with business development functions to meet service growth target and to build strong value including secure business opportunities.

##### Defined the product vision, product development and management by working closely with cross-functional teams to deliver appropriate products, revenue target and customer satisfaction goals.

##### Developed, implemented and tracked marketing campaigns to boost up the revenue & subscribers of yearly target including the improvement of communication channels.

##### Ensure proper financial controls are in budget for product development, marketing campaign and service operation

##### Managed, monitored and ensure customers’ satisfaction. Handling customer complaints and providing solutions to meet customer expectations.

##### Managed and supervised team to achieve company goals and monitoring to team performance including recruiting, training and mentoring.

##### True Digital Content & Medias

**Jan-2008 – Dec-2011 (4-years)**

**Assistant Director, Product Management**

* Responsible for marketing strategy of Products in portfolio, Business forecast, Product-life-cycle management, Escalation, and Improvement to impact with P/L
* Business development and Relations, Vendors management, Financial management, Program management, and Service operations for RBT, Mobile Basic Services, Truemove Assistant Call Center and Mobile Applications.
* Coordinated, maintained and work closely with cross-functional teams to ensure that project specific requirements are installed and maintained in proper operating conditions.
* Managed and monitored daily, monthly, quarterly and annual sale reports
* Managed, Control and Supervise team to achieve company goals.

##### True Digital Content & Medias

##### Mar-2003–Dec-2007 (4-years10-months)

**Assistant Director, Enabling Technology**

* Responsible for Product management, Program and Project management, Financial management, Service Operation and P/L.
* Seek for initiative, new product and new technology including market research.
* Formulation of Strategic technology, Distribution channels and Development.
* Business development, Vendors management, Contract management, and Budget management.
* Handle Service development, Planning and Management.
* Managed operation and improvement to increase the process capability and efficiency.

##### TA Orange

##### Mar-2001 – Mar-2003 (2-years and 1-month)

**Network Product Manager**

* Responsible for setting-up, Product planning and execution throughout the product lifecycle.
* Research and develop new products and improvement by gathering, analyzing and incubation to prototypes.
* Prioritize and Identify Products requirement, end-2-end processes and development with IT, Engineering, Marketing Communication, CM and Sale
* Managed and responsible for overall projects management, life-services and after-sale support.
* Business development, Contract management and Budget management
* Monitored daily, monthly and quarterly reports for operation and revenue.

##### Advance Info Service

##### Jun-1997 – Mar-2001 (3-years and 10-months)

**Technical Development Engineer**

* Responsible for Technical development and Operation
* Business development, Project management and Contract management with vendors.
* Managed end-2-end service processes with IT, CM and Retail.
* Budget management.

**Achievements**

* Y2014: Invested in 2-Digital Content Projects - InTouch
* Y2012 :Launched Ring Back Tone with 3G Network – True Move H
* Y2011: Recovered Ring Back Tone from 800K sub to 1.3-M sub within 6-months
* Y2010: Launched RBT delivery channel to Facebook, Android and iPhone App.
* Y2009:Boost backFun Voice 8811 (audio text)’s revenue to 50-MBt or +50% within 1-year
* Y2007: Ring Back Tone’s revenue reached 715-Million Bt (Target : 700-Million Bt) and 1.61-Million Subs (Target:1.5-Million Subs)
* Y2006: 2222 True Move Assistant’s revenue achieve 100M.THB.
* Y2005: Fun Voice 8811 (audio text)’s revenue achieve 50M.THB.
* Y2004: Launched “VoiceSMS” as first mover to market.
* Y2001: Launched the basic value-added services with “Orange”
  + SMS and SMS Info Applications
  + IVR Portal
  + Voicemail, Faxmail and Unify Messaging Services

## Training Courses

## Internal Training

* Management Development Program
* Project Management for Executive
* Performance Management System for Management
* Performance Improvement
* HR 3.0 Management
* HR Benefit, Rewards and Compensation Management
* HR for non-HR manager
* Career Development
* Balance Score Card
* Finance for Non-Finance Manager
* Financial Management for Telecom
* Communication With Styles
* Presentation Excellence
* Service Excellence
* Core Skills for Leader
* SIX Thinking Hats
* Effective Self Development
* Helping Others Adapt to Change
* CSR Policy and management
* Leadership Dialogue
* Cross-functional Dialogue
* Sessions of Leadership Forum
* Long Tail Strategy
* Leader Developing Leader, Dr.Noel M. Tichy
* New Business Development for Digital Life, ATKearney
* Technology, Media & Telecommunications (TMT) Predictions 2014, Deloitte
* Mergers & Acquisitions, TAXAN
* Due Diligence & Taxation, TAXAN
* Intellectual Property Management, Hunton& Williams
* Strategy Risk Management Workshop, KPMG

## Other Professional Training

* WAP System Configuration & Administration, O&M, UP Link System & Management.
* USC system overview training for SIM TOOLKIT project. In the course of System Administration, O&M, SIM Card Browser, WML Writing Application and Over-The-Air (OTA) system module at Ericsson (Thailand).
* TAP3 Seminar and training, MACH, Singapore
* Principle of Telephony and Wireless Telecommunication System, AIS, Thailand
* Nokia Base Station Edition2, Nokia, Thailand
* Messaging World Seminar, Singapore
* Location Based Service Seminar, Thailand
* Push-To-Talk Lab and Workshop, Motorola, Malaysia
* Push-To-Talk Seminar, Siemens, Thailand
* Push-To-Talk Workshop, Nokia, Thailand
* Ring Back Tone Workshop, Huawei, China
* The “Get Over Yourself” seminar, James Roswell Quinn, Thailand
* Analytic Thinking Skills, JobDB Learning Edge, Thailand
* Merge & Acquisition : Financial, Legal, and Tax Strategies and Planning, Omega World Class, Thailand

#### Independent Coursework

* 7-Habits of Highly Effective People, Stephen R. Covey
* The 8th habit from effectiveness to greatness, Stephen R. Covery
* Leadership and Self-deception, The Arbinger Institute
* Lateral Thinking, Edward De Bono
* The Back of The NAPKIN: Solving Problems and Selling Ideas with Pictures, Dan Roam
* The Little Book of Talent, Daniel Coyle
* What I Wish I Knew When I Was 20, Tina Seelig
* Rework, Jason Fried & David Heinemeier Hansson
* Future Files, A Brief History of the Next 50-years, Richard Watson
* Future Minds, How to Digital Age Chaging Our Minds, Richard Watson
* Strategy Maps, Robert S. Kaplan &David P. Norton
* Smart Trust, Stephen M.R. Covey

### Education Qualification

2000 – 2002 Innovation College, Thammasart University

MSc Technology Management

1992 – 1996 King Mongkut ‘s University of Technology, Thonburi

Beng Computer Engineering

**Status** Married, 2-daugthers

**Interests/Hobbies**

Reading, Cooking, Swimming, Travelling Golfing and Music