|  |  |
| --- | --- |
| **Date of Birth: Jul 19, 1974**  **Age: 42**  **Marital Status: Single**  **Health: Excellent** | 25/8-9 Suanluang Village, Sukhumvit 103, Bangkok 10250  **Mobile: 086-140-8090**  Tel.: 02-328-1189-94  email: chutima\_h@yahoo.com |

Chutima Hemapanpairo

|  |  |
| --- | --- |
| Qualification | * Strong analytical, strategic planning, initiative, presentation and interpersonal skills * Solid 20-year experience in Marketing and Trade Marketing and Sales management in various channel management * Intensive background on Business Development in various FMCG categories. * Fast learner and dedicated to work responsibly * Excellence command of both written and spoken English * Excellence computer software application (MS Office, Cognos, Nielsen Advisor) |
| Experience | **May 2015 – Present Berli Jucker Plc.**  **Marketing Director**   * Develop overall marketing strategies covering 4P’s and 4C’s, campaigns, and activities that best fit with each brands to achieve business objectives * Lead the team to develop both long and medium term business plan to strengthen brand equities; product development, price setting, channel of distribution, and promotion strategies * Provide guidance, direction, supervision and leadership to advertising agency, media agency, and digital marketing agency in the preparation and implementation of brand strategies * Develop commercial advertising for both off-line and on-line marketing strategies   <https://youtu.be/ajkVLhGHXJA>   * Manage Direct-to-Home sales team and Distributors for Activia brand to achieve sales target and expand distribution of the products to end consumers * Efficiently manage P&L of each brand to meet the company’s financial target. * Identify new business opportunities for the company though merger and acquisition projects and distribution service   **Key Achievements:**   * Lead the team to achieve double-digit sales growth with positive P&L for the responsible brands during economic downturn.   https://fbcdn-sphotos-h-a.akamaihd.net/hphotos-ak-xfa1/v/t1.0-9/1962780_746140855410635_843616312_n.jpg?oh=fc856cffa3d58c2ad9ed3417b8ecb0e0&oe=57488770&__gda__=1460161529_8334c4fd2bf68b10d2c6dc80cc8c8443 https://lh6.googleusercontent.com/-KYYDhnUuymg/UxjQDqSz-oI/AAAAAAAAAQw/zh0n7uelVr4/w1439-h1439/logo+wo+heart.png https://fbcdn-sphotos-b-a.akamaihd.net/hphotos-ak-xpf1/v/t1.0-9/994298_399462793500037_275944537_n.jpg?oh=fb94f31549af90964354b4f56769a321&oe=56FF2409&__gda__=1463952816_e09174bb8e4681869b0d6e5d99db204c https://scontent-kul1-1.xx.fbcdn.net/hphotos-xpf1/v/t1.0-9/10440645_567040676730745_6671694835453530219_n.jpg?oh=f4758699a214228a02e9a2ee6c1e1886&oe=570426C1 https://scontent-kul1-1.xx.fbcdn.net/hphotos-xfa1/v/t1.0-9/1555328_560632784070427_4808694164267685034_n.png?oh=a519147bc040e760a5bc0e45c62b3373&oe=5717ACE2 http://www.nissinkoikeyafoods.com.hk/uploadfiles/images/htmlcontent/karamucho/displayImage1Lang1/karamucho55_3d_nk_2.jpg  **Sep 2013 – Apr 2015 Kimberly-Clark Thailand Ltd.**  **Segment Manager – Health and Wellness, Kimberly-Clark Professional**   * Develop end-user marketing strategies, campaigns, practices and activities that best fit with each segment * Develop and plan marketing mix for new products, price setting, channel of distribution, and promotion strategies * Analyze market dynamics and channel insights for each market segment in Thailand and Indochina countries * Incorporate both regional and global directions with local requirements for all product categories related to each segment * Lead the execution of corporate strategies and marketing plans to fit with each market segment to achieve business objectives * Develop commercial advertising for both off-line and on-line marketing strategies * Manage lead generating strategies to provide qualified customers to Sales team   Set corporate image strategies such as public relation plans, advertising, promotion, digital marketing, direct mail, trade show and events for total organization <https://www.youtube.com/watch?v=oelChy_uKxY>   * Manage financial resources and review P&L of each product with effective price structure setting * Supervise Marketing team to execute marketing strategies and activities   **Key Achievements:**   * Successful commercial advertising with more than 1 million impression and 500K view on YouTube. The ad was being in finalist for Cannes Awards 2015.   <https://youtu.be/mkiFwHizO_E>   * Finalist of Global Crystal Tree Awards 2015 by KC Global Sustainability, North America for the project “Reduce Today, Respect Tomorrow”   <https://youtu.be/LPa3S6t5snM>      **Jan 2011 – Aug 2013 LF Asia (Thailand) Co., Ltd.**  **Senior Manager – Marketing and Business Development**   * Initiate and develop marketing strategies to achieve business objectives and higher sales growth for responsible brands. * Manage effective strategic implementation at store level through Marketing team, Sales team, and Merchandiser team * Efficiently control trading agreement and trade spending budgets to optimize the benefits for brands’ owners. * Enhance business opportunities for the company though new products sourcing and business alliance with new Principals. * Efficiently manage P&L of each brand to meet the company’s financial target. * Enhance business opportunities in Indochina market * Supervise Trade Marketing team, Demand Planning, and Jaspal Exclusive Sales team   **Key Achievements:**   * Successfully gain new businesses into business portfolio deliver profit higher than the target each year.   LOGO  BERMAN copyV slim logo.bmphttp://www.medcitynews.com/wordpress/wp-content/uploads/abbott-logo.jpg    **May 2003 – Dec 2010** **AB Food & Beverages (Thailand) Ltd.**  May2003- September 2004 **Trade Marketing Manager – Modern Trade**  October 2004 – Dec 2010 **Trade Marketing Manager – General Trade**   * Responsible for channels performance and target achievement. * Initiate and implement effective trade commercial strategies and annual business review by channels, by regions, and by accounts. * Analyze and set standard assortment and distribution target of each product to match shoppers’ needs in different channels and shop types. * Effectively plan in-store promotion with integrated marketing concept by focusing on competitive analysis and program evaluation. * Analyze and efficiently control trading agreement and all trade spending budgets. * Support Sales Team Management by setting up KPI, identifying training requirements, and facilitate the training. * Ensure field excellence through PC girls and Merchandiser team management. * Supervise and coach Channel Manager (Cash Van Operation) and Promotion Manager (PC Team)   **Key Achievements:**   * Successfully launch of “Ovaltine Club” to gain loyalty from end consumer via point collection and consumer activities |
|  | **Jan. 2001 – Apr. 2003** **Dumex Ltd.**  Jan. 2001- Jun. 2002 **Promotion Manager**   * Manage Promotion team of 100 forces – PC Girls and Merchandisers to ensure in-store excellence. * Initiate Promotion team working manual and set up Performance Measurement Standard for the team * Conduct intensive training to level up PC knowledge and selling skills * Co-ordinate with Sales team to ensure in-store excellence. * Support Trade Marketing activities by providing insightful information on trade activities and analysis through monthly trade marketing reports.   Jul. 2002- Dec. 2002 **Asst. Trade Marketing Manager – Modern Trade**  Jan. 2003-Apr. 2003 **Trade Marketing Manager – Modern Trade**   * Initiate and implement annual marketing plans for modern trade channel. * Supervising Promotion Manager in managing Promotion Team. * Strategically plan in-store promotion and co-ordinate with Sales Team to ensure in-store excellence. * Effectively manage in-store wet-sampling and dry-sampling activities. |
|  | **Apr. 2000 – Dec. 2000** **Thailand.com (Nation Multimedia Group)**  Apr. 2000 - Jun. 2000 Account Executive  Jul. 2000 - Dec. 2000 Account Supervisor   * Manage the team of 30 Account Executives in conducting a presentation of full service package to senior executives of leading export companies. * Participate in the Management Team for sales planning and implementation.   ***\*\*\*Achieve Best Sales Performance Awards***\*\*\* |
|  | **Apr. 1996 – Oct. 1998** **Amada (Thailand) Co., Ltd.**  Sales Engineer   * Responsible for Sales of high-investment machines to leading metal-work companies. * Provide technical information to Factory Manager/Engineer on the machines. * Maintain good relationship and services to key accounts of the company. * Organize major annual exhibition – Thai Metalex 98.   ***\*\*\*Achieve Top Sales Performance for 5 consecutive months\*\*\**** |
| Education | 1998-2000 **Assumption University**   * M.B.A., Management and Marketing, GPA 3.78 |
|  | 1992-1996 **Assumption University**   * B.B.A., General Management, GPA 3.04 |
| **Training** | Attend fully customized courses of Customer and Category Management Training and Development Program by Glendinnings 2001-2003:   * Customer Management Foundation * Developing a Proactive account plan for customers * Structured Commercial Selling * Winning Negotiation * Joint Working Category Management with Key Accounts   Attend public courses related to Trade Marketing function:   * Brand Leadership and Differentiation in Action by Know Edge 2005 * Managing Upcountry Market in Thailand by Asia Business Forum 2006 * Strategic Shoppers Marketing by Glendinnings 2006   In-house training   * HR for Non-HR Managers 2005 * Finance for Non-Finance Managers 2007 * Brand Architecture 2007 * Advance course with certificate from University of Michigan: Effective Sales Management (July 2006)   Organize Sales Force Effectiveness training course for Sales Team   * Customer profile and account plan by Vision Beyond 2006 * Advanced Negotiation by International Advisory Associates 2007 * Time Management and Objective Setting by International Consultant 2007 * Six-Step Selling Technique for Efficient Salesperson by Know-edge 2007 * Fact-based selling technique 2008 |
| Interests | Sports (Yoga, Bowling, Badminton, Swimming), Computer programs, Internet, Movie, Meditation |