NICHADA PUTKLANG

**Head of Thailand Operations Excellence/**

**Brand Solution Commerce** Summary

 **Out of box thinker and innovative executive leader**

Thai 33, Bangkok

Personal Information

Nationality: Thai

Hobbies: Running, Reading

Languages

* Thai, native proficiency
* English, full proficiency

**Passionate and persistent driver of pragmatic business, IT and**

**Operation solutions with the aim to create sustainable and**

**Relevant value,**

**Customer lifecycle management & consumer focused**

B2B and B2C Sales, Marketing, Operations Executive with over 9

years experiences in ICT, consumer goods and financial services

industries. Proven record leading high performance teams to

make strategic business objectives happen.

Deep understanding of customer needs, go-to-market and

distribution channels regarding cloud and future

workplaces. Well versed in intercultural communication and

cross group teams in Indonesia and Philippine.

Currently leading the business solution and strategic partnership

between clients (Brand channels) and vendors.

Work History

2014-present **Head of Thailand Excellence**

aCommerce Co.,Ltd

Ensure highest standard for operations and

the best possible service for the clients.

Develop training sessions and meterials for

new team members.

Reporting to the Chief Operations Officer

Key achievements:

* Grew business from zero in 2014 to over 100% growth in 2016 by negotiating contracts with key accounts including TV Direct, AIS, Lazada.
* Increased profit margins by 18% by successfully negotiating development costs with local vendors and suppliers.
* Improved revenue in existing accounts by an average of 50 K per
* month by utilizing strategic up selling techniques

Educational Information

* Master Degree : Logistics & Supply chain , Product & Service management/Engineering Management
* Bachelor Degree : Food science, Agriculture, Industry

* Lead key business teams that identified, designed and helped implement service and product strategy, new product features, customization requirements and market penetration strategies.
* Managed 40 employees involved in receiving, picking, packing, and shipping of customer orders.
* Recruited, hired and trained new employees for all departments.

2012-2014 **Operations/General Manager**

Bangkok Inter Food

Create detailed sales goals and plans in

conjunction with quarterly and annual

revenue objectives; maintain desirable

profitably for each project.

Reporting to Operations Director

Key achievement:

* Managed daily operations of store, dealing with wide variety of functions, including staffing, training/development, human resources, payroll, accounting, deposits and receivables.
* Schedule and direct staff in daily work assignments to maximize productivity
* Optimize profits by controlling food, beverage, and labor costs on a daily basis
* Consistently exceeded daily sales targets by 10-25%
* Met monthly sales goals for 14 months straight
* Recruit & Interview staff

2011-2012 **General Manager**

Pens Marketing & Distribution

Effectively analyze and determine strategies

for improving internal systems and

procedures, emphasizing the need to exceed

client expectations while ensuring excellent

production and media value.

Reporting to Logistics Director

Skills

* **Account management :** Extensive experience in managing C level relationship across Fortune 500 companies for various business verticals
* **Program management :**

Strong track record of managing programs to deliver outstanding results-Products, Processes and Services

Key achievement:

* Determining, formulating, developing and implementing strategic logistics function across the company and establishing strategic supply relationships and agreements
* Pivotal in assuring cost effective logistics operations & seamless materials movement to ascertain sufficient inventory levels at each sales outlet

2011-2012 **Sales&** **Business Manager**

Siam Makro Public Company Limited

Lead a range of targeted initiatives aimed at

increasing revenue and client accounts.Also

handled training for both national new

business and internal customer service teams

on recently launched products and services

Reporting to Marketing Director

Key achievement:

* Work with management to develop and implement business development strategy for a defined territory
* Coordinate with management and clients to identify business development opportunities with existing and new clients
* Work with the team to achieve short and long term revenue and profit growth
* Assist marketing team in development of advertising and promotional programs, telemarketing plans and trade shows.