

## Personal Information

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Date of Birth: August 1990

Nationality: Thai

Address: Saphan Sung,  
Bangkok, Thailand, 10250

## Skills

Problem solving using data

Process Improvement

Sharp Decision-making

Project Management

Team building

Adaptive and flexible

Data Analytics

- SQL
- Power BI
- Python (basic)

Statistical and Numerical Analysis Skills

Computer literacy (Microsoft Office)

Supply Chain and Logistics Management

Third-Party Logistics (3PL) Management

Cross border logistics Experiences

Strategy planning and formulation

Budget planning

## Language Proficiency

Thai: ■ ■ ■ ■ ■

English: ■ ■ ■ ■ ■  
IELTS Overall 6.5 (Listening 6.0 Reading 6.5  
Writing 6.0 Speaking 7.0)

Laos: ■ ■ ■ ■ ■

Chinese: ■ ■ ■ ■ ■

Vietnamese: ■ ■ ■ ■ ■



# SIRIWUT SIRIPHUWAROJ

Operation Excellence and Solutions Manager, Pomelo Fashion

I am passionate about insight-finding using analytical concepts and systematic thinking and problem-solving, having data to support my decisions. I have been working in multicultural environments in Thailand and overseas. So, I be aware of working with different people personalities and engage team members. My Areas of expertise are project management, process improvement, operation management, and strategic planning. I am also interested in corporate finance and FinTech.

## Education

**Asian Institute of Technology (AIT)**  
Thailand

**Aug 2020 – Jul 2022**

**School of Management**

Master of Business Administration,  
Specialize in Finance  
Royal Thai Government Scholarship  
(full scholarship)

**Khon Kaen University**  
Thailand

**Jun 2009 – Mar 2013**

**Faculty of Engineering**

Bachelor of Industrial Engineering

## Work Experience

**Operations Excellence and Solutions Manager**

**Mar 2023 – Present**

Operations, Pomelo Fashion

- Optimize all ops functions along with P&L by developing and applying **data-driven strategies**
- Supervise and develop operation dashboard to monitor performance
- Act as an in-house business intelligence to facilitate and find insights for Ops
- Support **continuous improvement** and identify inefficiencies and cost optimization opportunities
- Operation excellence, process improvement, and **control tower**
- Operation **budget** planning and strategy formulation

**Regional Logistics Manager**

**Jan 2022 – Feb 2023**

Operations, Pomelo Fashion

- Leading **the regional logistics functions (ASEAN and global markets)** and overseeing all x-border & in-country distributions, fulfillment, and returns in terms of strategy & 3PL mgmt.
- **Building & managing the team** effectively to achieve top-in-class regional **e-commerce & Direct-2-Retail (D2R)** logistics performance.
- Managing Pomelo's **regional logistics network** and continuously evolving the landscape to create a competitive advantage.
- **Strategize & improve** regional logistics model to achieve the best solution in duty & taxes reduction.
- Recommend **new logistics routing advise** of cost implications and efficiency
- Logistics **cost management**

**Data Analytics Catalyst Lead**

**May 2021 – Dec 2021**

Corporate Innovation Office, The Siam Cement PCL (SCG)

- Project manager, Corporate **data management** across SCG project
- **Data-driven** culture accelerator and facilitator
- Data analytics **project lead**

**Business Initiatives and Executions Manager (Expat in China) Jun 2018 – Apr 2021**

Overseas Business, SCG Logistics Management Co.,Ltd

- Develop **new businesses** for a new **JV company** in China and Thailand (SCG and JUSDA, FOXCONN)
- China-ASEAN cross-border transport **operation management**
- **Design and Develop** cross border transport service solutions between China and ASEAN countries
- Business **strategy development** and improvement (Short/Long term Plan)
- Develop and Execute supply chain and logistics strategies

## Interest

Supply Chain Management

Technology

Strategy and marketing

Business Development

Learning Process

Self-Improvement

## Grants and Awards

**ANQ Congress 2015** Taipei, Taiwan

**Best Paper Award** on Reduce waste time in Paper rolls transpiration

**Royal Thai Government Full Scholarship**  
(RTG) for MBA at Asian Institute of Technology (AIT)

## Certificates

- **SQL for Data Science**, UC Davis, Coursera
- **Introduction to Data Studio**, Google Analytics Academy
- **Google Data Analytics for Beginners**, Google Analytics Academy
- **Microsoft Power BI Desktop for Business Intelligence**, Udemy
- **The Business Intelligence Analyst Course 2021**, Udemy
- **Project Management Foundations**, LinkedIn Learning
- **Data Science for Everyone**, DataCamp

## Work Experience

**Country Associate Manager (Expat in Vietnam)** **Apr 2018 – May 2018**  
Overseas Business, SCG Logistics Management Co.,Ltd

- Business **analyst** and **development** in Cement and Building Materials Business
- **Explore** and **study** a logistic operation for Cement plants in Vietnam

**Country Associate Manager (Expat in Laos)** **Jun 2017 – Mar 2018**  
Overseas Business, SCG Logistics Management Co.,Ltd

- Business **analyst** and **development** of SCG Logistics (Lao)
- **Financial** and **Accounting** control and Administrative management
- Logistics operational **process improvement**
- Acquire new customers to **expand** the company's **network** and businesses in Laos
- Business **strategy development** and **planning**

**Export Warehouse Lead** **Oct 2016 – May 2017**  
Operation Department, SCG Logistics Management Co.,Ltd

- **Export/Import warehouse** operations
- **Design** and **improve** warehouse processes
- **Reduce waiting time** for trucks and improve warehouse efficiency in peak periods i.e. Thai and Chinese New Year (Jan-April)

**Logistics Planning Center** **Aug 2016 – Sep 2016**  
Operation Department, SCG Logistics Management Co.,Ltd

- Logistics **cost structure** analysis for small trucks
- Set up cost structure tables for ready-to-use calculation
- Improve **truck** fleet **utilization** and develop a **fleet-sharing** platform

**Logistics Account Executive (Business Development)** **Jul 2015 – Jul 2016**  
Sales and Marketing Department, SCG Logistics Management Co.,Ltd

- **Design** and **promote** the company's services to clients in the packaging business
- Cooperate with **Process improvement** and Operation team for improving existing logistics services
- Analyze **business opportunities** and implement them to expand the coverage and network of this business
- **Team lead** of transport and warehouse services bidding (won 5 of 10 biddings) with a value of 100,000,000 THB per year
- Business **strategic planning** and **development**

**Logistics Engineer and Analyst** **Apr 2013 – Jun 2015**  
Operation Department, SCG Logistics Management Co.,Ltd

- Logistics **process improvement**
- Identify and **reduce waiting time** in transport and warehouse as well as find opportunities to **optimize** total logistic processes
- Introduce a newly **designed truck**, a side-curtain truck as a **project manager** with project value of 200,000,000 THB
- Support **business strategic planning** and development (annual and medium-term plan)