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EDUCATION

▪ Master of Art in Management, International Program

Faculty of International Business Management,
INTERNATIONAL COLLEGE OF NIDA
BANGKOK, THAILAND

2014-2016

GPA 3.50

▪ Upper Intermediate General English and TOEIC+ Program

LANPORTS LANGUAGE COLLEGE
BRISBANE, AUSTRALIA

2013

▪ Bachelor of Arts, Higher-Second Class Honors

Faculty of Social Sciences,
KASETSART UNIVERSITY, BANGKOK, THAILAND

2007-2011

GPA 3.45

▪ High School, Math-Art

NAWAMINTHRACHINUTHIT BODINDECHA
BANGKOK, THAILAND

2004-2007

GPA 3.15

LANGUAGES

- Thai
- English



TOEIC SCORE

785

SPECIAL COMPETENCIES

Positive attitude

Proactive

Multi-tasking

Problem Solving

High Responsibility

Adaptability

Continuous Learning

Teamwork

SKILLS

Data Analytics

Marketing & Sales

Multichannel Engagement

Communication skill

Project Management

Advanced CRM

TOOLS

Pivot Tables

Microsoft Excel

Salesforce

Microsoft PowerPoint

Veeva

Microsoft Word

SAP

Microsoft Outlook

MS Dynamic 365

Microsoft office 365

Power BI

Nielsen

Adobe Illustrator

Dunnhumby

WORK EXPERIENCE

Category Development Manager (Business Development Manager) – Fresh Food

EK-CHAI DISTRIBUTION SYSTEM COMPANY LIMITED BANGKOK, THAILAND *Apr 2021 – Present*

Business Development

- Lead E2E Program under responsible category to deliver new initiatives in order to improve business, cost saving budget, and drive business growth
- Use analytical skills and modelling with category managers insight and requirement to provide category action plan and solutions to category managers, and category director
- Develop plans to deliver category strategy, and support range strategy to implement a customer focused range which delivers financial KPIs
- Monitor sales, profit performance of business as well as customer view point
- Communicate and closely interact with cross functional with proposed product range and must-list SKUs to deliver sales turnover with optimum profit
- Analyze current product ranges and their performance to deliver great service levels, and ensure great product availability for our customers
- Work with cross-function such as supply chain, SRD, operations, finance, DC, trade plan, and quality team to ensure all activities go as plan in sales, stock and market share
- Update product knowledge, new items in market and trends to deliver the greater shopping experience for customer
- Well-organized and pro-active with great attention to details and adaptable to the fast-pace of retail business dynamics

Data Analysis

- Transform data into insight to help deliver customer centric solutions that improve category performance and strategy
- Prepare and give business reviews with presentation to senior management team
- Develop and publish reports that help spotting trend and performance both in Microsoft excel, and visualization dashboard in Power BI for categories
- Generate data from SQL and data bricks in order to provide data analysis to drive business opportunities and actions

Project Management

- Support in parts of project management tasks to define project scope and objectives, develop and manage a detailed project schedule and work plan
- Provide project updates on a consistent basis to various stakeholders about strategy, adjustments, and progress
- Utilize industry best practices, techniques, and standards throughout entire project execution
- Track project performance and report to management
- Collaborate and synergize with company group e.g. Makro (joint-buying, cross selling, resource sharing), CP group (CP shop in shop, CP direct-to-store, CP merchandising), 7-11 (7 market, pareto) to execute projects and deliver successful results

Sales Excellence Specialist (Sales Operations Data Analyst) – Global Sales & Marketing

ROCKWELL AUTOMATION (THAI) COMPANY LIMITED BANGKOK, THAILAND *Jul 2019 – Mar 2021*

Sales Operations

- Drive Disciplined Selling initiative through the development, documentation and implementation of systems, processes and tools in the country
- Continuously monitor sales and funnel health with focus on sales priorities and initiatives
- Work closely with Sales Enablement Team to implement a comprehensive competency frameworks that covers class-room training, E-learning and on-the-job development, based on competency expectations and priorities within the region
- Lead the deployment of new systems and new platform. Drive I2R resolution for issues related to sales operations, stabilize and optimize the new form
- Function as Subject Matter Expert and represent the country or South East Asia toward future reporting and dashboarding development
- In collaboration with Asia Pacific Sales Operations to implement sales process and tools with the consideration of country/regional requests toward a common standardization
- Assist in the interpretation of sales performance data to support sales strategic planning
- Review, support and improve Credit Split Processes & Sales Incentive Performance efficiency
- Ensure accurate and complete master data to support sales reports
- Ensure focused customers are contacted and reminded to participate in customer experience survey
- Perform any other relevant duties as and when assigned by Regional Manager/Country Manager
- Enable sales on effective customer engagement along the sales cycle thru role-based competency, simplified process and platform
- Champion sales enablement and process execution such as tool adoption, change management, sales competency development, and sales communication
- Process to achieve Best in Class Sales Force Effectiveness
- Assist at all levels of the organization to understand and advice on sales performance, forecast and opportunity identification using standard tools and methodologies. Support and implement Sales Excellence program to drive continuous improvement in sales process

Data Analytics and Technical

- Work on application of Power BI, Microsoft Dynamic 365 (CRM), SAP and Anaplan
- Develop sales/business operations in analytical project management
- Provide the data, dashboard and convert into tactical action plan with the application of system tools; Power BI/SAP BOBJ/ Microsoft Dynamic 365 (CRM)
- Analyze data based on CCS (Customer Centric Selling), GDSP (Global discipline sales process) and Outcome base selling methodology

Field Force Effectiveness Specialist (Master Data Management) – Nestlé Infant Nutrition

NESTLE (THAI) LIMITED

BANGKOK, THAILAND

2018 – Jun 2019

CRM Technical

- Manage the implementation of CRM Software and Application (Salesforce & Veeva) in market by close co-ordination/liaison with the Global and local GLOBE team to ensure and effective implementation
- Effective overall integration of CRM data in the day to day operational decision making process
- Ensure that key users are identified and an effective and reliable support process is implemented via the key users and the Global/Local Service Desk to resolve day to day CRM related issues on time, escalate to service desk when necessary, and keep the users up to date regarding status which reports on monthly basis
- Provide first level support to all the CRM users in the market and monitor/follow up on all the incidents logged and ensure that resolutions are implemented in a reasonable time frame

Data Analytics

- Work closely with the Field Operations Team to keep the CRM aligned with the business strategy and assist Marketing Team in the application of the CRM data to identify market trends, generate report with deep insight analysis and develop action plans to deliver business strategy
- Analyze data based on set KPIs regarding efficiency and effectiveness, identifying areas of improvement with follow up of action plan to management and ensure quality data input by all the CRM users through proper monitoring
- Provide all the stakeholders (BEO, Field Operations, Marketing & Scientific Affairs) with weekly/ monthly/ quarterly analysis of the KPIs implemented in the market plus reports and dashboards via Power BI tool
- Prepare survey when relevant, together with the Field Operations and Marketing Team by managing survey via the CRM and provide results with deep analysis

Training

- Identify training needs, devise/propose training strategy/plan in close co-operation with Performance Development Manager and Field Force Effectiveness Manager to develop and deliver training plan for all CRM users on the functionality

Project Management

Work closely with Global - Engagement & Effectiveness Manager and Master Data Managements of Zone AOA (Asia, Oceania and Sub-Saharan Africa) for any of assigned Jobs/Projects;

- *Project EINSTEIN:*
Provide Decision Making Support to Field Operations, Marketing & Scientific Affairs and support Zone AOA to provide real-time, high quality, and accurate KPIs dashboards and reports to management via Salesforce Einstein software and Power BI tool such as Market Dashboard Analytics and KPIs Metric, Nutrition Support Centre KPIs Dashboard and Multichannel Engagement KPIs Tracking
- *Project PANDA:*
Develop a Multichannel Engagement/Marketing strategy with medical field force to amplify engagement with customer, provide 360 Survey Analysis to markets, develop Playbook - understanding of the preparatory work which goes into planning and execution of Multichannel Engagement Framework, and conduct a workshop to launch Multichannel Engagement Project for Zone AOA
- *Go-To-Market (GTM):*
Work and develop on Sizing Tool, Sales Allocation Tool and Territory Development Tool

Marketing Analyst, Business Strategy Development – Conwood

SIAM CITY CEMENT PUBLIC COMPANY LIMITED BANGKOK, THAILAND

2017

- Conduct effective marketing research by analyzing the environment of the marketplace, competition, regulations, economic and business conditions
- Maximize company's competitive advantage by ensuring proper reporting of market information across all relevant departments involved with marketing and sales function
- Develop action plans and proposals together with the sales team for individual market which lead sales to increase by up to 8%
- Lead marketing plans, business roadmap and collaborate with the sales team and related functions to achieve corporate objectives

Department Coordinator, Domestic Industrial Sales – Marketing & Sales

SIAM CITY CEMENT PUBLIC COMPANY LIMITED BANGKOK, THAILAND

2015-2017

- Prepare a consolidated sales performance report and provide to management by completing all reports on time and distribution to the relevant persons
- Assist sales team in anticipating communication roadblocks or misalignments between functions and department head through open communications with line managers
- Organize workshops and meetings on a broad range of topics ranging from marketing to sales
- Proceed on crucial sales transaction management with the system (Salesforce.com)
- Monitor department budget and update CRM by coordinating with team and concerning parties on customers' complaint
- Coordinate with all internal functions e.g. analyst team, pricing team, Finance planning & controlling, HR, CRM team and event team to provide required actions for supporting sales and solve integrated issues
- Support all of marketing activities e.g. Annual seminar, New Year gift, Chinese New Year greeting, Songkran festival greeting, INSEE junior camp, INSEE Golf, Tour and Thank you party's invitation and facilitation
- Conduct department's expense reimbursement and Smoothly complete PR/ PO/ Service Entry Sheet and Good receipt
- Collaborate with head of department on employee selection and job allocation
- Collaborate 20+ key account managers and support them to achieve the revenue target

Executive Secretary to Vice President and Chief Executive Officer – INSEE Ecocycle

SIAM CITY CEMENT PUBLIC COMPANY LIMITED BANGKOK, THAILAND

2015

- Perform all secretarial tasks including transcribing and proofreading confidential correspondence, and maintaining confidential files and other material essential for using by Vice President and Chief Executive Officer
- Provide administrative support by answering/ screening phone calls and managing e-mails
- Scheduled appointments, meetings and events by monitoring and setting all the appointments to ensure that due dates or times are not missed
- Complete Vice President and Chief Executive Officer reports which requires input from all departments, and prepare presentations and minutes of meeting as assigned
- Monitor Vice President and Chief Executive Officer expenses and conduct expense reimbursement
- Coordinate both internally and cross functionally with departments, companies, and external parties
- Smoothly complete SAP management

Service Ambassador, Customer Service and Product Partner – SCG Experience

SIAM CEMENT GROUP (SCG) PUBLIC COMPANY LIMITED BANGKOK, THAILAND

2011-2013

- Attract potential customer by providing products and services information, and promote products and services by identifying initial selling opportunities to customer
- Monitor customer data record, track activity and workshop event, and clarify customer's complaint plus satisfaction
- Prepare report and presentation to management by completing all reports on time, and distribute to the relevant persons
- Smoothly complete the transactions and follow up on order for customer
- Coordinate and communicate with external organization parties for Privilege Promotion and Marketing Campaign
- Manage conference room scheduling, meeting room setup and equipment
- Experience in SAP and CRM program

TRAINING COURSE

- **7 Steps to be an effective sales person**
(Curriculum by CC Knowledge Base)
at Siam Cement Group
- **Professional Sales Engagement**
(Curriculum by Mercury International)
at Siam City Cement
- **Multichannel ecosystem to Digital Strategy**
(Curriculum by Across Health eCademy)
at Nestle
- **Salesforce Base Camp: EINSTEIN Analytics**
(Curriculum by Salesforce)
at Nestle
- **Basic Nielsen Answer Desktop Premium**
(Curriculum by Nielsen)
at Nestle
- **Intermediate MS Excel 2013 Course**
at Nestle
- **Zone AOA Medical Engagement Effectiveness: Train the Trainer Certificate Program for Medical Field Force and Marketing Skill Suite**
at Nestle - Kuala Lumpur, Malaysia

TRAINING COURSE

- **Power Query : A New Era of Excel**
(Curriculum by Wisawakorn Report)
at Rockwell Automation
- **Digital Foundation and Data Analytics program**
(Curriculum by General assembly, and true digital academy)
at Lotus's

CSR program

- **Volunteer on CSR project:**
Coral reef restoration (Chonburi) and Planting mangrove forest (Samutsongkram)
at Siam City Cement
- **Volunteer on CSR Camp:**
Coral reef restoration (Trad) and School library building (Uthaitanee)
at Kasetsart University
- **Volunteer on CSR project:**
Painting, Cleaning and Planting for Kindergarten Duang Prateep Klongtoei
at Nestle