
Piyawit Teeraprasert

Unit 6 73 Grasmere Road, CREMORNE, NSW • 0478786656 • p.teeraprasert@gmail.com

• [linkedin.com/in/piyawit-teeraprasert/](https://www.linkedin.com/in/piyawit-teeraprasert/)

As an experienced small business co-owner with extensive exposure to and involvement in cross-functional management and collaborations, I recognize the critical role that digital transformation plays in driving sustainable growth in today's ever-evolving business landscape. In light of the increasing pressures of inflation and rising labor costs, I am committed to taking a proactive approach to business operations by continuously seeking out opportunities to innovate and optimize processes. That is why I have made the decision to embark on a journey of self-improvement through enrollment in a rigorous full-stack coding bootcamp. I am eager to leverage my diverse skill set and passion for innovation to help drive transformative change and support the success of businesses in the digital age.

CERTIFICATIONS

The Coding Boot Camp

University of Sydney x Trilogy Education Services • 11/2022 - 05/2023

SKILLS

CSS / Bootstrap, MS Excel, Frontend Development, Backend Development, HTML, JavaScript, Node.js, Express.js, MySQL, React, jQuery, APIs, MongoDB, Full Stack Development, Mongoose, Sequelize, Agile Development, MS PowerPoint, MERN stack, Analytical Thinking, Cost Management, Collaborative and Interpersonal Skills, Process Improvement, Project Management

WORK EXPERIENCE

Klas & Sylph (Thailand) Co., Ltd. • Bangkok, Thailand • Full-time

08/2010 - 09/2022

Klas & Sylph (Thailand), Ltd. is a small family-run footwear manufacturing business in Thailand founded in 1992 when Thailand was a major production hub in Southeast Asia for many industries. The company had acquired several prominent clients, including Bata and Dr. Scholl's over the years until China emerged and replaced Thailand as a new production hub of the world in early 2000s. The company became downsized as a result, continued operating as an original design manufacturer, and eventually decided to launch its own private label of comfort footwear in 2012 and diversified into a food and beverages (F&B) business in 2020.

Chief Operating Officer

- Spearheaded the successful launch of "Kush Café," a new crossover café initiative, overseeing all aspects of the launch from conception to execution. This initiative aimed to diversify revenue sources, create a mini showroom for Klas & Sylph products, highlight the casual brand experience of the footwear brand, and enable cross-promotional activities.
- Transformed the café into a café and restaurant, resulting in a significant quarter-to-quarter sales increase of 33.1% in Q2/2022 and 27.3% in Q3/2022 before service charge and VAT (i.e., GST) in the F&B operation.
- Led a crucial financial restructuring initiative through asset liquidation (i.e., factory and land sale), capital increase, and capital reduction. This resulted in the complete removal of bank debt, significant improvement in debt-to-equity ratio, and retained SME status with inherent tax benefits. (Jan 2018 - Nov 2018)

- Procured and managed end-to-end hardware and software solutions for both footwear and F&B operations. This involved identifying business requirements and constraints, sourcing and purchasing, implementing system migrations, devising adjustments and workarounds, testing systems and reviewing, and managing and training users.
- Designed and improved the employee compensation structure with a goal to minimize staff turnover while maximizing productivity and morale.
- Reviewed and negotiated contracts prepared by lawyers, including rental agreements, construction agreements, employment agreements, and land and factory sale agreement.
- Reviewed legal documents prepared by lawyers, including website terms and conditions and privacy policy.
- Spearheaded the procurement and successful adoption of IT solutions to streamline operations, optimize integrations, and enhance productivity. This included implementing cloud-based inventory management, accounting, order fulfillment, point-of-sale, and workforce management applications, resulting in measurable improvements in efficiency, accuracy, and cost savings.
- Oversaw implementations of ecommerce website updates, upgrades, and downgrade
- Project Manager: This role is responsible for planning, executing, and monitoring projects related to business and digital transformation, and ensuring that projects are completed on time, within budget, and meet the organization's objectives.

Operations & Production Manager

- Spearheaded the transformation of the company's business model from an original design manufacturer (ODM) to an original brand manufacturer (OBM) by conducting comprehensive market research and analysis, developing marketing plans and channel strategies, and performing budgeting and financial projections.
- Introduced a just-in-time (JIT) production process by partially producing product components, leading to a 60% reduction in inventory risk and 50% reduction in production lead time.
- Proposed material substitutions and adoptions that offered cost-quality benefits, reduced minimum order quantities (MOQ), and improved ease of use in footwear production.
- Optimized warehousing space management by implementing a movable-shelving approach, resulting in a 50% reduction in storage space requirement and a 75% reduction in warehouse rent.
- Expanded the supplier base to mitigate rising inflation and shortages, leading to higher-quality ingredient substitutions with comparable or lower costs.
- Managed production schedules and workflows to ensure timely delivery of products.
- Developed and implemented operational strategies that improved production efficiency and reduced costs.
- Ensured compliance with safety and regulatory requirements.
- Managed and trained staff, including production supervisors and operators.
- Analyzed production data to identify areas for improvement and develop solutions.

Business Development & Growth Manager

- Managed the development and implementation of distribution channels for the company's branded footwear business, both online and offline, including an e-commerce website, online marketplaces, social media platforms, branded stores, and 3rd party consignment channels like department stores, specialty footwear retailers, pharmacies, and private hospitals.
- Successfully secured a distribution and partnership agreement with Singaporean partners to promote and distribute Klas & Sylph footwear in Singapore from 2014 to 2016.
- Pioneered a CSR campaign that incentivized customers to donate their old pairs of shoes to charity in exchange for a product discount on Klas & Sylph footwear.
- Initiated a cross-marketing program that offered complimentary specialty beverages at Kush Café to footwear customers for every purchase of Klas & Sylph footwear, and product discounts on Klas & Sylph footwear to F&B customers upon meeting a specific minimum spend at Kush Café.
- Recommended and implemented on-site search engine optimization (SEO) and marketing (SEM) strategies to promote digital transformation of the footwear business.

Financial Accounting Manager

- Coordinated with external accountants to ensure accurate data entry for accounting, revenue recognition, and expense recognition.
- Monitored internal bookkeeping activities and performed regular financial forecasting and analysis.

EDUCATION**Master of Science in Finance in Finance**

London School of Economics • London, United Kingdom • 08/2009 – 06/2010

Bachelor of Arts in Communication Arts – Communication Management

Chulalongkorn University • Bangkok, Thailand • 04/2004 – 03/2008