

Suparit Pantasanykul

Product Manager with 7 years of expertise in automotive strategic consulting, and product development. Skilled in full-stack development using JavaScript, Express.js, Prisma, React, Next.js, and MySQL. Proven ability to deliver innovative solutions, streamline operations, and drive business growth through strategic execution and stakeholder management.

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EXPERIENCE

Bluebik Group, Product Owner

Jan 2023 – Present

- Launched a B2B product in 4 months, enhancing business competitiveness.
- Reduced 20 % cost and improved accuracy for LPR from 95% to 99%, migrated from overseas vendor to local to gain better support.
- Reduced package costs, enabling the first sales deal in 2 years.

Good Daisy, Co-Founder

Jul 2022 – Present

- Increased revenue by 30% through e-commerce vertical expansion. Established operational workflows, financial P&L, and outsourcing strategies.

True Digital, Product Manager (Agriculture)

Dec 2019 – Jun 2022

- Secured IoT sensor projects, cutting farming investment budgets by 50%.
- Developed anomaly tracking dashboards using low-code platforms.
- Saved over 1M THB per site by optimizing poultry farm CCTV installation.
- Conducted feasibility studies on AI and robotics in broiler farms.

NRI, Business Analyst (Manufacturing)

Dec 2019 – Jun 2022

- Supported future mobility forecasting for Bangkok Metropolitan Region.
- Delivered Proof of Concept for drone inspection services in solar farms.

EDUCATION

Chulalongkorn University, BEcon (Bachelor of Economics)

MONTH 2014 - MONTH 2017

SKILLS

Core Skills: Product Management, Stakeholder Management, Analytics, Market Research

Programming: JavaScript, Express.js, Prisma, React, Next.js, MySQL

CERTIFICATIONS

Google Data Analytics Specialization – Coursera

Advanced Excel – Macquarie University (Coursera)

Full-Stack Developer – Software Park CodeCamp

LANGUAGES

English – Fluent

Thai – Native