

**BANLANG NIYOMSAK**Technology Manager, Data Analytics  
(Customer Data Platforms)**PERSONAL**

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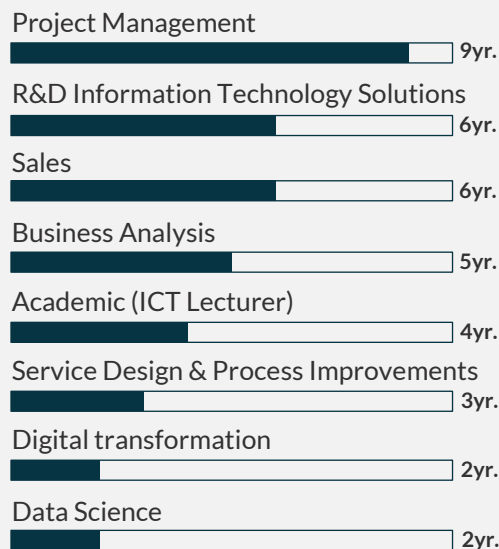
**PROFILE**

I am a Business Analyst and Project Manager have experienced various industries i.e. F&B, Banking, Retail, Building Materials, Hospital, Oil & Gas.

Focusing on Digital Transformation by applying the technology to improve the business with an End-to-End process to ensure the business goal with proven data. At the same time, the organization will be data-driven.

Working in various industries, I have earned experiences in Digital Transformation and Process Improvements by a customer-centric approach, based on data analytics and business-focused skills to deliver the best-fit business solution.

I am aiming to apply my ability to improve customer experiences and ensure profitability by researching the fit digital solutions to ensure the technology competitive advantage.

**YEARS OF EXPERIENCE****EDUCATION****MASTER DEGREE / 2010**

KASETSART UNIVERSITY  
Master of Computer Engineering  
Data Analysis and Knowledge Discovery  
GPA 3.46

**BACHELORS DEGREE / 2004**

BANGKOK UNIVERSITY  
Bachelor of Computer Science  
Computer science  
GPA 2.77

**WORK EXPERIENCES****Technology Manager, Data Analytics (Customer Data Platforms) / 2020 – Present****Tesco Lotus**

- Create an initiative roadmap for the Customer Data Platform to lead the execution to support Tesco Lotus customer data strategy
- Create the "Golden Master Record" to improve target marketing and single customer profiles for engagement
- Develop a foundation of big data platform by aggregating data from the various sources, especially Clubcard, POS, E-commerce, Market Place, Hub and Spoke, Retail Service, and third-party partnerships
- Align with executive goals and strategies in Customer Management to build capabilities to offer 1:1 personalization and omnichannel experiences to Tesco Lotus' customers along with other strategies
- Ensure that data quality improvements can be applied across departments and to all levels of data maturity
- Design the 360-view customer profile dashboard to monitor actionable Key Performance Indicators
- Cooperate with the Accenture team to provide business transition of Customer Data related system

**Key achievement:** Best practices for Data Analytics (Customer Data Platforms) and ensure data governance and security (PDPA)

**AVP, Food and Beverage (Data Analytic) / 2019 – 2020****PUNTHAI COFFEE Co., Ltd.**

- Develop the enterprise data strategy with the alignment of corporate strategy to transform the F&B unit to a data-driven organization
- Ensure that the data strategy can be applied across departments and to all levels of data maturity
- Analyze data from various sources i.e. SCOR, POS, CRM, and VRM to identify the operational and business process gap
- Conduct operation observation and in-depth interviews with stakeholders for each touchpoint
- Identify pain points in current processes and prioritized areas of improvement that enhanced their performance standards
- Define the best-fit business solution that can benchmark
- Deliver projects and requests within budget and time constraints

**Key achievement:** Sustainable improvements in Balance Sheet and P&L are achievable via business process transformation by Digital Transformation

**Business Analyst & Chief Technology Officer / 2015 – 2019****NINE GIMMICK INNOVATION Co., Ltd.**

- Attending initial sales meetings and meeting the client
- Professional customer presentations at management level
- Determining a client's business requirements and whether which solutions are suitable
- Perform risk management to minimize project risks
- Execution of contract negotiations
- Assist in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical feasibility
- Manage the relationship with the client and all stakeholders

**Key achievement:** Responsibility for overall customer success and health of the company portfolio



## WORK EXPERIENCES (cont.)

### ● Business Development Manager, Digital & Innovation / 2014 - 2015

CENTRAL FOOD RETAIL Co., Ltd.

- Expand current and penetrate new markets
- Conduct periodic market analysis to identify market trends, competitive position, and opportunities
- Identify requirements for new services to anticipate and potentially lead the market
- Research and develop strategies and plan that identify marketing opportunities for new digital project development

**Key achievement:** Drive new revenue via "TOPS Mobile App" by putting the supermarket into consumer's hands to serve the lifestyle of consumers who love technology

### ● Data Scientist & Senior Project Manager / 2013 - 2014

NINE GIMMICK INNOVATION Co., Ltd.

- Determining a client's business requirements and customer pain point
- Build, develop and maintain the Analytical solutions
- Design, and develop the insights for decision making as well as building/assisting the dashboards design for Business Users
- Coordinate with different functional teams to implement models and monitor outcomes
- Ensure that all projects are delivered on-time, within the scope and budget
- Develop a detailed project plan to monitor and track progress
- Perform risk management to minimize project risks

**Key achievement:** Meet budgetary objectives and make adjustments to project constraints based on financial analysis



## HONOR & AWARD

### ● 2015 1<sup>ST</sup> PRIZE OF THAILAND BIG DATA CHALLENGE

Win the first place of Thailand Big Data Challenge #3. Develop root cause analysis models and airline flight delay prediction from the US-airline dataset. Suggest an idea prototyping service for help flight delays on airlines and passengers. Flight data analytics and visualization was developed on Hunk®: Splunk, Tableau and R platforms.

Link:  
<https://www.facebook.com/STelligence/posts/716756305095388>

Hunk®: Splunk, Tableau, Electronic Government Agency (EGA), CAT, IMC Institute, STelligence Co., Ltd.



## PUBLISHED PAPERS

### ● 2007 Class Sequential Patterns for enzyme subfamily prediction

The 11<sup>th</sup> National Computer Science and Engineering Conference (NCSEC 2007)



## EXTRA COURSE

● 2015 **R for Logistics Optimization**  
NIDA University

● 2013 **Social Network Analysis**  
Michigan University (Online Courses)

● 2012 **Computing for Data Analysis**  
Johns Hopkins University (Online Courses)

### Statistics

Princeton University (Online Courses)



## TRAINING

● 2020 **SELF COACHING FOR LEADERSHIP**  
Learning Hub Thailand

● 2019 **Trend & Mentality of Business Intelligence**  
IMC Institute

● 2015 **Innovative Thinking workshop**  
KEIO EDGE Program

### Global Service Jam

Thailand Creative and Design Center (TCDC)

● 2014 **Start X 2.0 (Gen 6)**  
Disrupt University

### Service Design: Train the Trainer Workshop

Thailand Creative and Design Center (TCDC)

### Creative Business Lab

Thailand Creative and Design Center (TCDC)

2017 – 2019 **Chief Technology Officer**

CTO as a Service & Business Analyst Consultant for SCG Building Materials Co., Ltd. in the Sales Force Automation and CRM projects for SCG AddVentures' Digital Transformation.



Rudy Technology Co., Ltd, Lead the development of the Rudy Platform and Big Data Analytics to support sales and credit score for financial services.

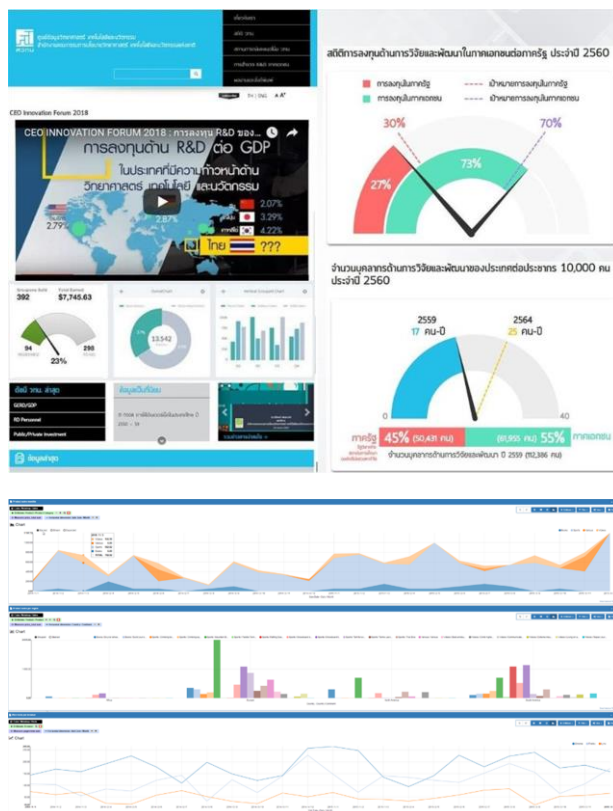


2018 – 2019 **Senior Project Manager**

**Lead the development of the KKP 4.0 Appointment & Notification Engine for Kiatnakin Bank.**



Data Visualization Design & Data Management for E-Service in the 2018 - 2019 National Science Technology and Innovation Policy Office's database system project for science, technology, and innovation.

2016 – 2017 **Data Scientist**

**Analyze consumer data using data mining for MEKO Clinic's Up-Selling and Cross-Selling.**

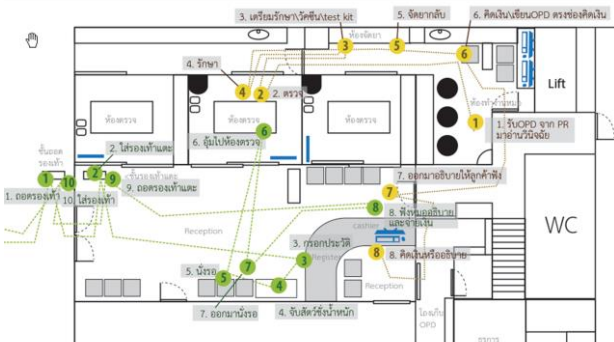
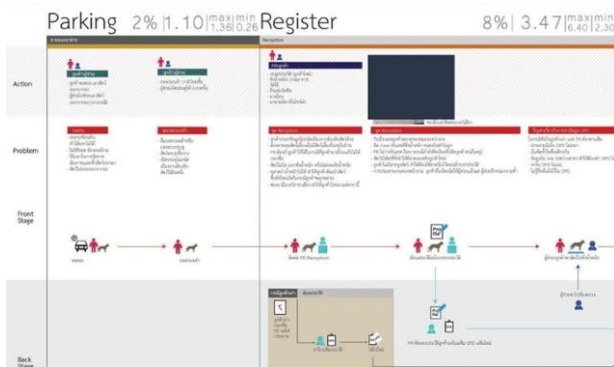
2016 – 2017 **Data Scientist and Project Manager**

Lead the development of the Regional Climate Change Research Hub, a search engine for Thailand's climate change research.



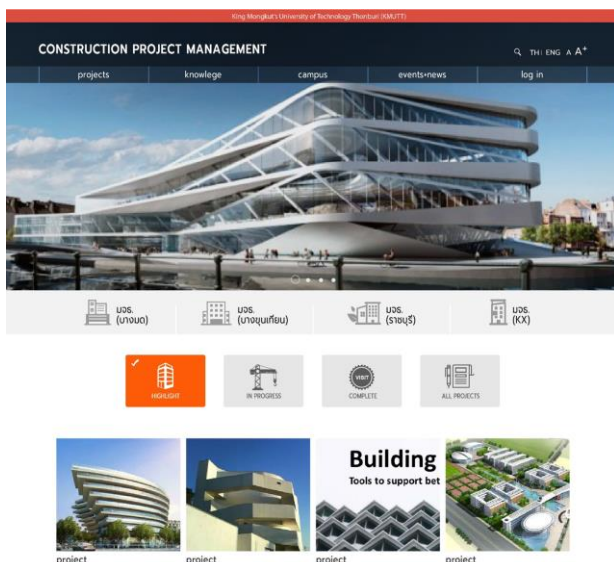
## 2016 – 2017 Consultant for Service Design

Analyze Customer Behavior to improve customer experience, processes, and Digital Transform for RTB Referral Animal Hospital.



## 2015 – 2016 Project Manager

Lead the development of the Construction Project Management System of King Mongkut's University of Technology Thonburi (KMUTT).



## 2015 – 2016 Data Scientist and Project Manager

Lead the development of a database to support the ISTRS's Open Government Data system of King Mongkut's University of Technology Thonburi (KMUTT), for National Science Technology and Innovation Policy Office.

## 2014 – 2015 Data Scientist and Project Manager

Advice on the management of educational institutions, Sasin Graduate Institute of Business Administration of Chulalongkorn University. As well as provide data analysis to support educational strategy planning.



## 2013 – 2014 Project Manager

Develop an E-Commerce prototype system for CMG (Central Marketing Group) and analyze sales information for each brand of products, such as G2000, LEE, etc.

## 2012 – 2013 Sales & Project Manager

Responsible for selling work to customers and project management in producing games on Facebook, Interactive multimedia for Museum of Rattanakosin, Siam Kubota Company Limited and Siam Motors Company Limited (KPN).

## 2011 – 2012 Project Engineer

Responsible for the infrastructure of the SCADA system (SCADA Supervisory Control and Data Acquisition) for PTT to service industrial customers in the Rayong province.

## 2010 – 2011 Project manager

Under the group SMART Corporation Limited, responsible for:

- Network, SLA, Billing system of Chaengwattana Government Center.
- E-Paperless (ebXML) project of the Industrial Estate Authority of Thailand.