

## ► Project Sales Representative

### PERSONAL INFORMATION

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Name : Pathara Deejaroen (Mr.)  
Gender : Male  
Age : 38 years old  
Address : Huai Khwang, Bangkok  
Notice Period : 30 days-notice



### SUMMARY

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- **Results-oriented sales leader with over 10 years of experience in B2B sales, team management, and customer relationship building, with proven success in managing and closing large-scale security projects specializing in access control and CCTV systems.**
  - Skywave Enterprises – Sales Manager (People Counting Systems (PCS))
  - Takachiho Fire, Security & Services (Thailand) – Retail Sales Representative
    - **Security Systems (CCTV, EAS, and Access Control)**
  - Fuji Xerox (Thailand) – Sales Representative (Corporate Printing Solutions)
- **Proven track record across retail technology, life insurance, and security systems**, with strong expertise in client acquisition, leadership, and solution-driven selling. Skilled at driving business growth, mentoring high-performing teams, and closing high-value deals.
- **Achievements: Generated annual sales revenue of 3,000,000 – 4,000,000 THB**
  - Delivered custom analytics solutions for malls, retailers, and commercial buildings, including projects with TANACHIRA Group (Tanachira Retail Corporation).
  - Expanded B2B channels by securing partnerships (EVEANDBOY and TSURUHA)
  - Closed significant contracts with SIAM TAKASHIMAYA and MaxValu (Aeon), including people counting data analysis and EAS system implementations.
  - Successfully introduced and sold security systems to new retail segments, focusing on beauty stores like EVEANDBOY, TSURUHA, and Matsumoto Kiyoshi.
- **Skilled in driving business growth within retail and enterprise sectors** by delivering tailored security solutions that meet client needs. Adept at building strong client relationships, coordinating cross-functional teams, and ensuring project delivery excellence.
- **Highly knowledgeable in security technology products** and committed to achieving sales targets through strategic account management and solution selling.
- **Good command of English** and familiar of working with multi-international environment.

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## EDUCATIONAL BACKGROUND

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### 2009 | Assumption University

Bachelor's Degree in Business Administration

## SKILLS IN

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- Relationship Development, Sales Management & Sales Planning
- Team Management & Team Performance
- Key Account Management, Face-to-Face Sales & Direct Sales
- Business Negotiation & Contract Management, Sales Operations & Sales Strategy
- Client Relations & Customer Relationship Management (CRM)
- Customer Satisfaction & Customer Support
- Product Demonstration & Product Knowledge
- Problem Solving & Troubleshooting, Teamwork & Collaboration
- Material Handling, Retail Operations, Customer Experience
- Communication: Oral Communication, Presentation Skills, Communication Training
- Software: Salesforce.com, Microsoft Excel, Microsoft PowerPoint
- Languages: Thai (native), English (proficient)

## WORK EXPERIENCE

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### December 2024 – Present | Skywave Enterprises

*Business: Information Technology & Services – Skywave Enterprises expertise in the design, development and sales of Telecom Access, IT-Networking and Digital Television Technology.*

#### Sales Manager

- Spearhead sales and strategic partnerships for People Counting Systems (PCS).
- Provide custom analytics solutions for malls, retailers, and commercial buildings.
  - *Projects for: TANACHIRA Group (Tanachira Retail Corporation)*
- Drive B2B growth through a hybrid sales model and smart retail innovations.

**Reason for Applying:** *Seeking to join a company with a back office located in Thailand, as the current operation is based in Malaysia and Singapore. Some clients have expressed concerns regarding documentation, which has started to impact both sales and daily operations.*

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**December 2020 – December 2024 | Krungthai-AXA Life Insurance PCL**

Agency Unit Manager

- Managed & coached a team of 10+ agents.
- Achieved annual sales targets 3 years in a row.
- Fast-tracked to managerial role in under a year.
- Conducted training sessions to enhance sales and product skills.

**Reason for Leaving:** *Directly approached by Skywave Enterprises to expand their business in Thailand and present solutions to retail clients, aligning with his previous experience.*

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**June 2014 – December 2020 | Takachiho Fire, Security & Services (Thailand) Ltd.**

Retail Sales Representative

- Designed comprehensive anti-theft systems, incorporating a mix of cutting-edge technologies such as CCTV systems, (EAS) systems, access control systems, and face analysis systems.
- Successfully marketed and sold security systems to retail clients as a new business target group (Beauty Store e.g. EVEANDBOY, TSURUHA, Matsumoto Kiyoshi)
- Successfully sold the people counting data analysis solution to the SIAM TAKASHIMAYA shopping mall and sold the EAS System to all stores of MaxValu (Aeon).
- Achieved the sales target every single half-year target.

**Reason for Leaving:** *Due to the impact of the COVID-19 pandemic, retail client activity declined, prompting a career change to Krungthai-AXA Life Insurance as an Agency Unit Manager.*

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**June 2013 – May 2014 | JFE Shoji Trade Corporation**

Metal Specialist Sales

- Invited by previous workplace team (Toyota Tsusho) to establish the steel sheet division.
- Coordinated with metal-cutting plants.
- Arranged import material registration.
- Visited assembly plants (e.g. Toyota, Mitsubishi, Honda) as part of regular responsibilities.

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**January 2012 – March 2013 | Fuji Xerox (Thailand) Co., Ltd.**

Sales Representative

- Maintained existing clients (Silom-Sathon area)
- Making proposals and presenting copy machine solutions to new prospects.
- Accomplished bulk sales from a copy machine rental company (Kawipat OA Co., Ltd.)
- Conducted regular copy machine maintenance.

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**December 2011 – October 2012 | Toyota Tsusho (Thailand) Co., Ltd.**

Sales &amp; Marketing Specialist

- Arranged metal sheet for service to Toyota Motor Thailand and other leading automotive companies e.g. Nissan Motor, and Isuzu Motor.
- Coordinated with customs clearance agency for material importing.
- Arranged the logistics from the cutting plant to the automotive assembly plants.

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**REMUNERATION PACKAGE**

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Last Drawn Salary	: 60,000 THB
Monthly Incentive	: Calculated as 3-5% of project value, depending on performance.
Transport Allowance	: Reimbursement
Expected Base Salary	: 70,000 – 75,000 THB

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