



SUTTHIWAN SRIBUNDIT (JANE)

Experience

Jan 2018–Sep 2022

Lead, Key Account Management (Business Development, Home&Living category) • Shopee (Thailand) Co.,Ltd.

Apr 2017–Aug 2017

Merchandise Divisional Manager, Own Brand (Office Supplies) • COL Public Company Limited (Officemate)

Dec 2013–Apr 2017

Buying Manager (Commercial, Hardline Home) • Ek-Chai Distribution System Ltd. (Tesco Lotus, Head Office)

Feb 2013–Nov 2013

Planner III and Business Unit Specialist, Automotive Department • Fabrinet (Thailand) Co., Ltd.

Sep 2010–Feb 2013

Account Executive, Marketing and Accounting Management Department • Hana Semiconductor (Ayutthaya) Co., Ltd.



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Commercial Role and Responsibility

Background (offline-Home category)

- Manage a set of KPIs to achieve overall including sales, margin, inventories and markdown cost.
- Develop, construct and implement the Buying and Range Plan for a defined product area within the Category Plan including house brand products development to meet customer needs to exceed both sales and profit.
- Generate the corporate promotions calendar and policies.
- Gather and analyze all data relevant to creating the forecast to maximize sales by historical data, market trends, seasonality, promotions, sales performance, and inventory level to optimize which could implement the buying strategies to maximize sales and profit.
- Manage the pricing plan with cost negotiation.
- Create merchandise planning to both within the team and cross functionally with risk and action plan evaluation.
- Determine and utilize statistical for the best practice in creating forecasts and respective inventory levels with the ability of forecast adjustment based on changes in demand and market trends.



Commercial Role and Responsibility

Current (online-Home&Living category), Leadership

- Responsible for supervising, coaching and leading a team of Key Account Managements.
- Drive performance of all Key Account Management members within responsibility of all dimensions including commercial performance, seller relationship, social media engagement, ability using of internal tools or systems, special projects and ad-hoc work management.
- Develop industry by leading relationships with external key account contacts in order to ensure that the business receives constant leads on potential key sellers.
- Work to create cross-functional engagements and understandings with necessary departments.
- Construct team to create and negotiating deals on available assets with key sellers and work with marketing to develop matching initiatives to boost revenues.
- Manage team and keep to improve a good standard of teamwork, demonstrate with knowledge and negotiation skills to team members to help them deliver higher performance with commitment.
- Ensure correct and timely completion of team member's performance report.
- Executes multi tasks for both routine and ad-hoc works with speed in specific timeline and manage priority / workload to team.

Education

2011 – 2013 : National Institute of Development Administration (NIDA), THAILAND

- Master of Applied Statistics, Risk Management Major (Graduated)

2006 – 2008 : Central College, Sydney, AUSTRALIA

- Diploma of Information Technology

1998 – 2002 : Thammasat University, THAILAND

- Bachelor of Science and Technology, Applied Mathematics Major (Graduated)

Awards and Achievements

- Successful of company's revenue driving of main US customer up to TOP10 in 2012
 - Successful of driving Hardline Home's (Cooking) sales and margin after Major Range Change in May, 2014
 - Seller achievement of Shopee awards in 2019 (Best deal by promotion performance of 2018, Home&Living category)
 - Seller achievement of Shopee awards in 2020 (Best deal by promotion performance of 2019, Home&Living category)
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