

Veeravet Chaiyawan

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Strategic Sale and Marketing Management

Innovative and creative marketing professional with sales management experience, and also looking to leverage a Simon MBA into the business arena, where analytical, communication, leadership and team-building skills are valued, particularly talented at visualizing and conceptualizing a “big-picture” strategy, persuading consensus, and managing execution.

WORK EXPERIENCE:

Thai Credit Retail Bank PCL

Senior Vice President, Branch Network

06/2015-Present

- Managed the deposit portfolio of Thai Credit Retail Bank by increasing more than new 10,000 of depositors and reducing deposit cost from 2.6% to 2.3% (better than plan) in 2015
- Achieved fee income at 170% of the 2015 budget. Mainly income generated from the performance of Bancassurance, which can sell insurance premium at 156 MB versus 2015 budget at 120 MB of premium
- Improved Home for Cash loan product of Thai Credit Retail Bank and focused on selling this product through branch network team. The loan product was successfully sold at 400 MB in 2015
- Started training program for all branch staffs in order to strengthen both service and working skills of the team. The goal is to create Thai Credit branch team providing the top service quality to customers among all banking industry

Assistant Vice President, Gold Loan Department

07/2014-05/2015

- Being a head of Gold Loan Department in order to improved gold loan products and marketing activities. The portfolio grown from 600 MB to 720 MB by Jan 2015

Senior Product Manager, Loan for Small Business Owner Department

01/2013-06/2014

- Started from scratch by developing loan products and end to end working process at Small Business Loan department in order to craft the department to be the main income generator of Thai Credit Retail Bank. According to the first year of this unit, the department can perform to sell new loan at 2.5 BN baht and grow to 6 BN baht at second year
- Developed incentive programs such as commission program, travel trip, and award & recognition program in order to motivate sales team to achieve the target.
- Worked together with in-house marketing communication team for developing marketing activities and POPs to promote loan for small business owner products

Marketing Manager, Business Process Development Department

08/2010-12/2012

- Improved existing processes of High Purchased Business in order to shorten turnaround time and reduce manual work as well as decrease human error by using Thai Credit in-house IT system
- Developed first online PR campaign for Thai Credit Retail Bank by working together with “Mao-Investor”, a famous blogger and cartoonist who presently has more than 200,000 followers in Facebook in order to launch exclusive cartoon characters and stories for Thai Credit and posted in online famous web-board. As a result of this campaign, every episodes of this cartoon were voted to be recommended topics in Sinthorn web-board at Pantip.com
- Initiated and managed new product, Motorcycle for Cash for Thanaban, a subsidiary company of Thai Credit Retail Bank. The product can generate income more than 15% of total income of Thanaban

Assistant Manager, Marketing Communication Department

04/2009-08/2010

- Initiated PR events, including booth in Money Expo, marketing activities for new branch opening in order to build Thai Credit Retail Bank’s brand awareness
- Worked together with in-house creative and graphic designers for developing POPs to promote Thai Credit’s banking products and services

Friesland Foods Foremost (Thailand) PCL

Assistant Product Manager, Marketing Department

02/2008-04/2009

- Coordinated with the senior management of marketing department as well as Leo Burnett, an international advertising agency, to create new communication strategies of Calcimex (sub-brand of Foremost), including new TVC, new printed media

- Planned and managed, together with the local event organizers, ongoing public relation activities under “Calcimex Bone Health Check Program” in order to strengthen new communication strategies of Calcimex as well as create consumer loyalty. The activities included “Bone Health Check Booths” in super and hypermarkets, “Bone Health Check Mobile Unit” at selected main communities around Thailand, and “Bone Health Seminar Road Show with doctor from Thai Osteoporosis Foundation”
- Conducted a product sampling activities of Calcimex Black Sesame at major discount stores and supermarkets nationwide in order to create brand awareness of this flavor and boost up sales instantly
- Succeeded to increase total Calcimex sales by 15% as well as enhance its brand image by developing the marketing promotion programs, including promotional items and Bone Health Seminar during Mother day period at key hypermarkets
- Developed an exclusive packaging of Foremost Kitty to be launched only at 7-Eleven stores and coordinate with Fun Character International, a Walt Disney licensor, in order to develop this packaging
- Improved brand image of Falcon, a sub-brand of Foremost’s condensed milk, to become more modern and premium look by developing new POP for local coffee shops and local coffee carts, which are operated in upcountry area of Thailand
- Successfully enhance sales of Calcimex Beautiva by 200% at 7-Eleven stores as well as increase awareness and trial of target customers through product sampling

Wall’s Thailand, Unilever Thai Trading Limited

Management Cadet, Marketing Department

2003-2004

- Continually developed new product aspects including concepts, names and flavors, for out-of-home impulse and in-home desert ice cream with Brand Manager and Production Manager. The objective was to expand the product lines in order to compete with competitors and enhance sales
- Strengthened awareness of the new products as well as brand image by working with McCann Erickson, an international advertising agency, and other local advertising agencies to develop packaging and print media of the new products to be launched via four key channels: traditional trade, modern trade, convenient and gas store, and mobile unit
- Successfully increased total Wall’s sales by 3% by introducing new product features with promotional items under Paddle Pop brand (sub-brand of Wall’s ice cream) to the market, coordinating with Japanese international licensors, Animation International and Global Innovations, in order to develop the promotional items; the former licensor being the copyright owner of Asia’s all time famous cartoon character, “Doraemon”, whereas the latter being the copyright owner of the world’s most famous cartoon character, “Pokemon”
- Managed, together with professional organizers, the ongoing public relations events to promote Wall’s new ice cream products, and built brand loyalty in the process. Activities included 500 elementary schools, Thailand’s Dusit National Zoo, and the event for the Air Force Kid’s Festival in 2004. Ice cream sales increased by 50% as a result of events

EDUCATION:

Simon Graduate School of Business, University of Rochester, Rochester, New York

Master of Business Administration

01/2006-06/2007

Concentrations: Marketing and Competitive & Organizational Strategy

Thammasat University, Bangkok, Thailand

Bachelor of Business Administration

1999-2003

Concentration: Marketing

EXTRACURRICULAR ACTIVITIES:

- Taught music theory and the basic bass guitar, playing as a freelance music instructor
- Formed and led the ad hoc music band to attend the Nescafe’s Music Challenge, the biggest music band contests in Thailand with participation from over 100 music bands, in September 2002. The band passed through to the semi-final round
- Ordained as a monk at the Bawonnivajvihan temple, the Supreme Patriarch’s temple, for studying the Buddha’s findings and morality in May 2004

OTHER INTERESTS:

Fluent in Thai and English; Proficient in Microsoft programs; Enjoy working out, reading, and music