

RESUME

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Education

2002 Certified Professional Marketer (CPM)
Asia Pacific Marketing Federation (APMF)
1995 - 1997 University of Dallas, Irving, Texas, USA
Master of Business Administration (MBA)
Major in Finance
1991 - 1995 Assumption University, Bangkok, Thailand
Bachelor of Business Administration (BBA)
Major in Marketing
1988 - 1991 Assumption Commercial College, Bangkok, Thailand
High School Diploma

Experience (Brief)

Nov.15 – Present Country Managing Director
HP Inc. Thailand, Cambodia, Laos and Myanmar

Sept.13 – Oct.15 Country General Manager
Printing & Personal System (PPS)
Hewlett-Packard (Thailand) Ltd.

Apr.13 – Aug 13 Head of Product Management, ASEAN
Lenovo ASEAN

Nov.11 – Mar.13 Country Manager : Consumer Business
Lenovo Thailand (Limited)

Nov.10 – Oct.11 Channel Sale Country Manager
Personal System Group (PSG)
Hewlett-Packard (Thailand) Ltd.

Nov.09 – Oct.10 Product Marketing Manager
Personal System Group (PSG)
Hewlett-Packard Asia Pacific Pte. Ltd. (Based in Singapore)

Feb.03 – Oct.09 Group Product & Marketing Manager
Personal System Group (PSG)
Hewlett-Packard (Thailand) Ltd.

Oct.01 – Jan.03 Marketing Manager
Marketing Department
Acer Computer Co., Ltd.

Recognitions and Awards

- Staff of the Year 2000 Award at Krungthai AXA Co., Ltd. (country level)
- Outstanding Employee 2002 Award at Acer Computer Co., Ltd. (country level)
- HP Star Award 2003 at HP (Thailand) Co., Ltd. (country level)
- HP PSG Leaders 2006 at HP (Thailand) Co., Ltd. (APJ regional level)
- HP Winner Summit 2007 (Worldwide level)

WORKING EXPERIENCE

Sept.13 – Present **Country General Manager**
Printing & Personal System (PPS)
Hewlett-Packard (Thailand) Ltd.

Major job responsibilities

- Provides country leadership for overall business performance. Drives the Printing and Personal System Business (PPS) for the country to achieve the revenue (approx. 100M USD per quarter), profit and growth targets.
- Managing overall 3 major product portfolio
 - (1) Personal System Group (PSG) ex. Commercial Desktop, Commercial Notebook, Consumer Desktop, Consumer Notebook, Workstation, Thin Clients, Digital signage, POS
 - (2) Imaging and Printing Group (IPG) ex. Full lines of Inkjet Printer, Laserjet Printer, Scanner, Ink supplies, Toner supplies, Paper
 - (3) Graphic Solution Business (GSB) ex. Designjet, Indigo, Scitex
- Develops relationships at senior levels with large IT spend accounts to support the opportunities for growth of HP business. Manages the relationships with the local government and regulative authorities.
- Develops the strategies and policies to enable HP to be an active, responsible employer in the community.
- Develops the communications strategy to engage the employees in the companies continued success and growth.
- Supports and develops a culture of individual accountability for career growth and development.
- Manages a large or broad function/department within a multifaceted organization.
- Develops strategy and sets policy and direction.
- Responsible for operational success, strategic alignment and integration of activities with other major organizational functions.
- Fully accountable for the success of the designated function or department.
- Owns a significant number of measurable functional, operational and strategic goals or priorities.
- Responsible for one or more recognized professional disciplines. Assumes responsibility for the successful implementation of business plans in a defined area of responsibility.
- Contributes to the overall strategic definition of a function with strong business acumen.
- Acts as a key advisor to executive management in influencing the strategic direction of the business.
- Lead 100+ people for direct report and managing 150+ for sale promoters

**Apr.13 – Aug. 13 Head of Product Management, ASEAN
Lenovo ASEAN**

Major job responsibilities

- Lead and manage all Lenovo product portfolio both Consumer and Commercial
- Lead 15+ people for direct report in 3 different locations (Singapore, Malaysia and China)

Role	Responsibilities
Product Planning	<ol style="list-style-type: none"> 1) Engage with WW BU/AP to develop Geo level long-term product roadmap & schedule 2) Product enablement and readiness based on portfolio analysis and region requests 3) Define ASEAN portfolio modeling & KPIs to support business targets 4) Enhance product value proposition by solution based selling
Campaign Guidance	<ol style="list-style-type: none"> 1) Annual and quarterly based campaign guidance development (market dynamics/competition/opportunity identification / strategic initiatives etc.) 2) Campaign execution tracking, 3) Benchmarking & Fu Pan 4) Engage with Marketing team to come up with attractive campaign to fit with customer segment
Product Operation	<ol style="list-style-type: none"> 1) Regular (weekly/monthly/ quarterly) product interlock /communication btw regions and PG to ensure product update and requests submission 2) Regular price band, PFV and KPI etc competitiveness tracking and analysis by region and key country 3) Strategic projects and crisis management (quality issue etc.) 4) Engage with Pricer and Segment to come up with right Pricing strategies
Demand Planning	<ol style="list-style-type: none"> 1) Manage key product positioning and transition by aligning with region & S/D to ensure TTM & TTV 2) Manage product, platform and OS transition 3) Monitor regions' demand forecast loading to ensure alignment with the agreed guidance 4) Align/update demand forecast with AP/BU and countries

Major job responsibilities

- Lead and manage overall Lenovo Consumer Business
- Focus in managing Tier 1 who are Distributors and Direct partners who are Com7, IT city, Hardware house and Softworld
- Managing over 190 Tier 2 or resellers in Consumer segment
- Managing pipeline end to end from Distributors to resellers
- Responsible for overall Thailand geographical area which include up country and Geo expansion initiatives
- Managing P&L, market share, productivity, marketing budget and overall expenses in consumer business
- Consolidate the sale activities data ex. Sell in/sell thru and sell out in order to manage business 360 degrees
- Plan and manage overall channels strategies and ensure penetration rate and reach to customers nationwide
- Work with key strategic partners to come up with co-promotion and synergies initiatives
- Work with regional on a daily basis to ensure alignment strategies from regional office to country level
- Plan and provide strategies from mid to long term plan ex. Headcount/resources, call center, service center, number of partners, etc.
- Lead 30+ people for direct report and managing 180+ for sale promoters

Key Successes

- Bring Lenovo Consumer Thailand grow 5 times faster than the market from FY11 to FY12
- Bring overall Lenovo Thailand to gain double digit market share for the first time
- Double business within 12 months (from approx 10M to 24M per quarter)
- Double market share during negative 10% market growth (from approx 5% in Q311 to 10%Q312)
- Improve profitability from one digit to double digit within 9 months
- Bring All-in-one PC to become Number 1 in Thailand market within 6 months

Major job responsibilities

- Lead and manage overall PSG channel management both consumer and commercial of PSG Thailand under Channel Sale Organization (CSO)
- Focus in managing Tier 1 who are Distributors and Corporate resellers
- Managing Tier 2 or resellers in all segment which are Enterprise, SMB and consumer
- Managing pipeline end to end from Distributors to resellers, from Retailed, Corporate resellers, System integrator and Distributors.
- Responsible for overall Thailand geographical area which include up country and Geo expansion initiatives
- Responsible for overall target and order of PSG product including consumer and commercial
- Consolidate the sale activities data ex. Sell in/sell thru and sell out in order to manage business 360 degrees
- Plan and manage overall channels strategies and ensure penetration rate and reach to customers nationwide
- Launching and implement channel program or trade marketing to enhance partners to maximize the business
- Work with regional on a daily and regular basis to ensure alignment strategies from regional office to country level
- Responsible for both "value or solutions business" ex. Workstation, Thin Client, Digital signage, Multi Seat, Handheld solutions, software ; and "volume business" ex. PC, Notebooks and peripherals.
- Plan and provide strategies for PSG growth mid and long term plan ex. Headcount/resources, call center, service center, number of partners, etc.
- Responsible for brand protection and grey market from other countries
- Lead 30+ people for direct report and managing 180+ for sale promoters

Scope

Provides leadership in the Product management of PSG APJ Mobile Business Unit. Execute the MBU strategies by the management of Product roadmap portfolio, working closely with GBU and development centers. Focus on evangelizing breakthrough Consumer industrial design, Home technology & lifestyle marketing to enhance overall experience on the premium consumer offerings, aligning goals and resources to deliver excellence in the entire roadmap offerings.

Major job responsibilities

- Achieve and exceed Business objectives. Stretch target in achieving financial targets
- Drive to gain market share for overall NB and sustain market leadership
- Drive a team culture around the highest level of TCE to gain customer satisfaction...
- Directs and controls product category management activities to meet roadmap requirements across APJ regions. Provide leadership direction and guidance to a team of product managers, building a strong team with complementing skills and cohesiveness in execution. Managing the talent with coaching and advocate career aspirations.
- Plan product category to enhance overall product solution strategy tailoring AP needs to deliver best customer experience in home technology coverage and lifestyle experience
- Drive plus1 offerings either content bundle offerings or ISV engagement to enhance overall value proposition on consumer offerings

Development Grid		Leadership Standards
<p style="text-align: center;">Business Model</p> <ul style="list-style-type: none"> • Experience in at least one business model • Working knowledge of at least two business models • Comprehensive understanding marketing portfolio and marketing value chain • Supported and interacted with multiple BU's and functions • Regional management experience 	<p style="text-align: center;">Customer Segment</p> <ul style="list-style-type: none"> • Demonstrated ability to get things done in a complex matrix organization • Proven experience in leading and driving virtual teams toward a common goal 	
<p style="text-align: center;">Function</p> <ul style="list-style-type: none"> • Expertise in Sales and Marketing • Held senior level positions in channel, product and/or industry marketing • Experience in integrated communications 	<p style="text-align: center;">Geography</p> <ul style="list-style-type: none"> • International 	

**Feb.03 – Oct.09 Group Product & Marketing Manager
Personal System Group (PSG)
Hewlett-Packard (Thailand) Ltd.**

Major job responsibilities

- Overall Category Management for Thailand/Laos/Cambodia
 - Commercial Desktop
 - Commercial Notebook
 - Consumer Desktop
 - Consumer Notebook
 - Handheld (PDA)
 - Workstation
 - Thin Client / RPOS solutions
 - PSG Options / Accessories
 - Carepaq (Warranty)
 - Responsible for overall revenue, gross margin and market share for each categories to meet the company's objectives
 - Harmonize the overall company's strategies of each product line
 - Responsible for revenue, gross margin and market share to meet the company's objectives
 - Understand roadmap and planning new product for local market
 - Work closely with regional team for planning and share best practises
 - Managing quantity, pricing, positioning, distributions, target market including promotion for current and new products
 - Prepare launching new product including above the line and below the line activities
 - Providing product information to sale team and technical support including other business units and partners
- Sale Manager for Direct business (Online store and telesale)
 - Update and prepare monthly promotion for Online Store (B2C)
 - Organizing and preparing Partner Agent and Partner Direct business (B2B)
 - Initiate Affinity and Employee Purchase Program (EPP) with solutions partners and based customers
 - Monitor call center team to serve all potential and HP customers
- SMB Manager for SMB market
 - Hosting SMB market for overall HP including all line of product lines in HP
 - Create and implement SMB go to market plan for overall HP
- Marketing Manager for overall PSG strategies
 - Monitor overall Advertising, media planning and brand management
 - Prepare Press interview, conference and other Public relations tools in order to link with other related parties
 - Establish Events/roadshow/seminars
 - Manage and utilize Marketing budget
 - Alliance with strategic partners ex. Intel, AMD and Microsoft

Major job responsibilities

- Marketing Spokesperson
 - Being a spokesman of a company for all concerns including new product launching, marketing campaign, public relation, corporate and customer relation, corporate image, etc.
 - Working with regional and global Marketing team for Acer Thailand due to Multinational of Acer group worldwide

- Business Alliance and business development
 - Being a contact person for business co promotion and alliance (AIS, Starbuck, Citibank, Central, leasing etc.)
 - Search and connect with other partners for new distribution channels, co promotion and solutions
 - Responsible for e commerce (direct marketing through website)

- Branding (Media and Advertising)
 - Develop and work closely with Advertising agency for effective advertising campaign for new product launching and corporate image
 - Establish all media selection and planning including (TV, Newspapers, Magazine, Radio, Web, Billboard, etc.)
 - Conduct and organize advertising plan of the company
 - Measure and monitor advertising effectiveness
 - Maintain and responsible for Brand Management including all Corporate identity and visual identity of company logo

- Public Relation
 - Conduct and organize public relation plan of the company
 - Work closely with PR agency in order to conduct press conference and providing press release, photo captions to reporter and media for new product launching, solutions, partners, distributions, strategies, etc.
 - Sponsorship for event, activities, contribution campaign etc.
 - Collect information of competitors' product features and activities
 - Monitor market activities & gather current market situation information

- Sales Promotion, Events, Roadshow and Seminar
 - Organize event, exhibition, roadshow, seminar, training and other sale activities in Bangkok and up country to increase sale volume, make more awareness of the products, provide more knowledge of new features
 - Showroom, dealers, retails shop decoration management including product display booth, paper booth, price tags, bunting, mobile, etc.
 - Prepare promotional tools including brochure, POP, monthly leaflet, poster and other materials

- Budgeting control
 - Allocate and manage all marketing budget including advertising, PR, event, etc.
 - Monitor and providing monthly report to Executive and sale channels
 - Keep record and monitoring marketing budget activities
 - Marketing fund and claim from vendor and partners (Intel, Microsoft, AMD, Epson, etc.)

**Feb.98 – Sept.01 Assistant Manager – Product Development
Distribution and Marketing Department
Krungthai AXA Life Insurance Co., Ltd.**

Major job responsibilities

- Marketing Research & Development
 - Information gathering for new product development
 - Conduct Marketing Research in order to identify consumers' needs
 - Search potential target market
 - Cooperate with Actuarial Dept. for New product design & development
 - Cooperate with relevant depts. for new product development

- Internal & External Communication
 - Provide information from outside to the company
 - Cooperate with Marketing for gathering information from the market
 - Internal communication by preparing company's newsletter
 - Cooperate with Sales Promotion for providing information about agency and bank distribution activities

- Advertising
 - Develop effective advertising campaign for gaining awareness and other purposes
 - Establish media selection and planning
 - Conduct and organize advertising plan of the company
 - Measure and monitor advertising effectiveness

- Public Relation
 - Conduct and organize public relation plan of the company
 - Contact and maintain good relationship with outside parties (ex.press, reporter and other associations or institutions)
 - Coordinate with Sales Promotion for organizing company's venue or function

- Sales Promotion
 - Gather, provide and maintain premium for agency and bank distribution
 - Update and provide report of agency and bank distribution activities upon request
 - Provide support materials for sales promotion activities (ex.posters, leaflet, invitation card, certificate and other materials)
 - Organize company's venue or function for Prizes and Awards and; Club and Conventions