**EXECUTIVE PROFILE**

**Sales & Marketing, Logistic, and Business Development**

From the past 25 years of experience, highly accomplished company visionary combining outstanding sales & Marketing talents with high caliber general management qualification. More than 9 years of proven success at Patum Rice Mill and Granary Public Co.,Ltd., from Export department manager was promoted to VP International Market follow with Executive VP Sale & Logistic who handle the team of sale, marketing, warehouse, and logistic also business development. Results-oriented, decisive leader, with proven success in establishing the new market, making the growth opportunities, driven bottom-line profits. Managed new business development and strategic planning to maximize growth.

**Core Strength**

* Competitive Market Analysis - Strategic Planning Skills
* Relationship Building - Business Development
* Managerial Skill - Problem-solving Skills

**Present Job**

Name of company : Patum Rice Mill and Granary Public Co.,Ltd.

Adress : 3rd floor. Glas Haus Building, 1 Sukhumvit 25, Sukhumvit Rd., North Klongtoey, Wattana, Bangkok 10110 Thailand

Type of company : Listed company in Thailand Stock Exchange Market

Type of Business : Manufacturing and Food Service

Product / Service : Being the Rice producer and supplier / Supply the food service to the market such as Food court at MBK shopping mall, Japanese restaurant, and Sukiyaki restaurant

Annual Turnover (THB): About 2,200 – 2,500 Million THB / year

No.of Employee : About 400 persons

Job title : Executive Vice President Sale and Logistic

**Professional Experience :**

* Create and Handle business strategies to be congruent with the company’s aspiration for short term and long term planning.
* Manage the team to achieve the target by setting up the program to improve the capability of team. Review and track progress against revenue and targets, analyze sales and competitors to protect and build up the brand equity, and controlling the team to follow with the target.
* Analyze market segments and create effective business and marketing plan by review promotion year plan, designed, developed and implemented marketing and sales campaigns for each marketing program to recover the market.
* Work closely with other internal departments through regular meetings to ensure the positive results.
* Conduct and review yearly budgeting, perform business and cost analysis. Deliver profit-driven revenue as per objective of company
* Lead the team to expand the new business line by working with internal and external parties to launch the new business
* Present the monthly report to the Board of Director highlighting business performance, competitive analysis, and action plan to increase the revenue.
* Conduct the work of Thai Rice Packer association as a Secretary General to handle all the matter of member and business partner.

**Key Achievements :**

* Created a responsive market-driven department increasing total sale at least 10% growth in every year
* Delivered profit-driven from 10% to be 20% to congruent with the company business policy
* Refreshed the brand to create brand awareness in the market
* Launched the new product to expand the product line and success in the market ie; Riceberry rice, Four King rice, Japanese Rice etc.
* Forecasted, planned, and maintained marketing program’s budgets to meet profit goal.
* Be a team of director’s board of Food Service to control business strategies which target to expand this kind of service to nation wide
* Set up the marketing strategies for the new product line to expand the market segment

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**Personal Details**

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| Name – in Thai | | น.ส.พิมลรัตน์ จิตต์ภาวนาสกุล | | | | | |
| Name – in English | | Ms.Pimonrat Chitpavanaskul | | | | | |
| Adress : 108/1 Moo.6, Soi A48/1, Mooban Parichart, T.Bangkuwat, A.Muang, Pathumthani 12000 | | | | | Mobile # : 094-642-6239 | | |
| Date :  14 Mar 1970 | Birth’s place : Bangkok, Thailand | | Nationality :  Thai | Religion :  Buddhist | | Sex :  Female | Marital :  Single |

**Educational Background**

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| Level | Name of Institution | Year of Graduation | Degree | Major |
| Secondary | Assumption Suksa Girls’ School/Mahapruttharam Girls’ School, Thailand | 1988 | M.6 | Math-English |
| University | Chiangmai University, Thailand | 1991 | B.A. | Political Science in Public Administration |
| Graduate | Oklahoma City University, USA | 1996 | MBA | Marketing and Management information system |

**Training/Professional Program/Exhibition Experience**

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| Activities | Location | Name of Program |
| Being the representative of company | Japan, France, Germany, Russia, USA, Korea, UAE, China,Australia, etc. | World Food Exhibition, 1998-Present |
| Being the Speaker | South Africa | World Rice Conference 2011 |
| Training course | University of Guelph, Canada | Vendor Operating Standards-Primer : Sept 2013-April 2014 |

**Employment History**

Feb 2008 – Present Executive VP Sale and Logistic at Patum Rice Mill and Granary Public Co.,Ltd.

Present Director at MBK Food Island Co.,Ltd.

Present Secretary General of Thai Rice Packer Association

1999 – 2008 Deputy Marketing Manager / Export Manager at Lanna Agro Co.,Ltd.

1997 – 1999 Trader Executive at Star Asia Co.,Ltd.

1993 – 1994 Banqueting Coordinator at The Boulevard Hotel

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| --- | --- | --- | --- | --- |
| Company Name | Period From-To | Position | Reporting to | Number of Subordinate |
| - Patum Rice Mill and Granary Public Co.,Ltd.  - MBK Food Island Co.,Ltd.  - Thai Rice Packer Association | Feb 2008 - Present | - Executive VP Sale&Logistic  - Director  - Secretary General | Managing Director | 85-90 persons / Sale, Warehouse, and Logistic |
| Responsibility | **M**anaging all Sale&Marketing , Warehouse&Logistic for both international and domestic market  **C**reating the business strategies, supervising the budget, and controlling the operation to succeed with the target  **T**raining and leading the team to reach the goal  **B**uilding up the CSR program to support the mission of company  **B**eing one of the director of Food service who takes care another food business of company which is the Food court in shopping mall  **H**andling all the marketing activities for all brands which is under the umbrella of company  **W**orking with the member of Thai Rice Packer association to support all the requirements.  **M**anaging the new product line by coordinated with the government and reputable bank’s program to expand the market both domestic and international | | Reason for Leaving | Still working but looking for the new opportunity |
| Lanna Agro Indutry Co.,Ltd. | 1999-2008 | Deputy Marketing Manager / Export Manager | Marketing Manager/Deputy Managing Director | 11 persons / Domestic market, International market, R&D, and Sale support team |
| Responsibility | **H**andling all the marketing strategies for the sale and marketing team to reach the target  **B**eing the trainer for the marketing staff to increase their efficiency  **A**chievement :   * Increase the sale at least 10% year by year * Able to open the new market with the currently product and new product - USA, Europe * Reduce the logistic cost about 5-10% in each stage at the first period then control the cost year by year | | Reason for leaving | Relocated to Bangkok and got the new opportunity |
| Star Asia Co.,Ltd. | 1997-1999 | Trader Executive : International & Domestic market | Managing Director | 5 persons / Import and Export team |
| Responsibility | **B**eing the sale and planner for all kind of trade products both import and export  **H**andling all the sale and marketing strategies  **S**etting up the procedure for import and export  **A**chievement :   * Increase the total sale as per target * Office system is renovated to make it more efficiency to operate the customer requirement. | | Reason for leaving | Promoted to the new position |
| The Boulevard Hotel | 1993-1994 | Banqueting Coordinator | F&B Manager | 10 persons in each division |
| Responsibility | **B**eing the coordinator to handle the banqueting operation.  **A**cting as a secretary of F&B manager to support all activities of F&B department  **A**chievement :   * Get the high score for customer satisfaction. During the work period, did not have any complaint from customer. * Controlling the cost as per the target | | Reason for leaving | Studying abroad |