



CURRICULUM VITAE

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PROCESS FOCUS:

- Digital Transformation
- Business Process Improvement/Redesign (BPR)
- Customer Relationship Management (CRM)
- Enterprise Resource Planning (ERP)
- Balance Scorecard
- Project Management and Software Development Life Cycle
- Service Delivery and Support (ITIL Certification)

TECHNOLOGY FOCUS:

- Cloud Computing
- Digital Marketing
- Business Intelligence
- Blockchain
- User Experience (UX/UI)
- Data Center Management
- B2B and B2C E-Commerce Support Platform

Professional Experience

Jan 2010 – Present

CRM and Cloud Consulting

Consulting Partner

Managing, Consulting and Leading Professional Services for CRM-C, the Digital/IT transformation service provider firm, on Salesforce automation, Digital Marketing campaign, Customer Experience. Design solution architecture for the respective solution for customers as well as define high-level designed solutions for ten customers local and globally.

Main Role & responsibilities:

- Develops Digital Business strategies by assessing a client's business challenges/needs/gaps, diagnosing the root problems and recommending an approach.
- Develops and maintains contact with C-level clients, organizes and leads proposal pursuit teams, participating and leading all aspects of the proposal development process.
- Identifies, assesses and solves complex business problems for area of responsibility, where analysis of situations or data requires an in-depth evaluation of variable factors.
- Manage international teams of diverse backgrounds, skill sets and technical/functional knowledge. Encourages creative and innovative thinking from team members while helping them to bring their ideas and career plans to fruition.
- Ability to implement and execute structured decision-making. Acts independently to determine the best possible methods and procedures to deliver against Digital business transformation strategy
- Create enterprise transformations strategies with the CEO, CMO, CFO; and blueprints that define the digital business operating model, process automation plan, and analytic insights engine supporting the broader organization's future vision.
- Help clients improve their ability to drive business outcomes through digital planning, reporting, and analytics.

September 2018 – Present

King Mongkut's University of Technology Thonburi Lecturer

Lecturer on Customer Relationship Management (CRM) for Master Degree Class in the School of Information Technology

August 2005 – Dec 2009

Oracle Corporation

Business Development Manager

(Singapore and Thailand Office)

Oracle Corporation is the world largest IT software company in Database and Application area. As Sales Manager, main achievement is 30% YTY sales revenue growth on mid-market segment in Thailand territory, including Oracle and Peoplesoft ERP product.

Main Role & responsibilities:

- Profiling partner business capability, and Mapping the relevant partner base to the appropriate customer base
- Co-developing Partner business plan with the virtual team (Sales Director/ Partner Development Manager/ Insides sales team) Ensure Partner have effective go to market for Mid-Market segment.
- Monitoring Partner and Oracle commitment by ensuring the execution of the plan through the demonstration of appropriate investments and resource commitment
- Ensuring partners market development activities in the designated customer base
- Review market trend, new oracle solution, and competitor action to make appropriate adjust to partner business plan
- Monitor overall partner business and Manage Partner operations and transactions that related to Oracle business.
- Act as business technology liaisons for customer. Establish communication from Budget approver, IT operation manager, business process owner. Make sure that all of them understand and agree on return on investment and resource requirement on propose IT project

March 2000 – July 2005

Computer Associates, Thailand

IT Solution Architect

Computer Associates is the world largest IT software company in IT Infrastructure management area. As technical consultant, main role and responsibility is providing IT consultant service that related to Network, System, Operation, Security, Service Desk and Service Level Management.

Main Role & responsibilities: solution architect

- Design solution architecture for respective solution for customers
- Define high-level designed solutions for customer
- Create solution in detailing design for project implementation
- Act as liaison for the customer to ensure a timely response and resolution to all technical, contractual, invoicing inquiries and/or any other business issues
- Coordinate "Virtual Team" meetings as needed (Sales, Services, Customer Reference Program, etc.) based on issues and account activity. Monitor technical support issues, escalating as appropriate
- Build account strategies to achieve customer satisfaction, including relating IT solution to customers' business objectives and initiatives, to show business value.
- Increase customer awareness on technology update, keep customers updated on new technology releases,

Previous key projects

- *Bank of Thailand (BOT) – IT Infrastructure Management (Including Capacity and Service Level Management)*
Provide design, implementing and consulting service on the IT system and process that monitor and management IT operational demand, management of key IT asset like network, server, storage, database and web-application availability, performance and security threat against service level agreement (SLA) that have impact on company ability to conduct its core business operations. At the end of project, company have achieved the ability to manage IT supply against demand from business requirement.

- *Thai Military bank (TMB)– IT Service desk system (Including Problem Management and Change Management)*

Provide implementing and consulting service on the IT system and process that monitor, automate, and response to IT Tactical demand, from routine day to day request such as onboarding a new employee, Hardware and software upgrade that come from end user request, security requirement, or specific business requirement.

- *Advance Info Service (AIS) – IT Portfolio Management (Including Configuration management)*

Provide implementing and consulting service on the IT system and process that determine and monitor how much IT asset that company has, in compare with how much money the company already spend or should spend on each business department. At the end of the project, it provides visibility of multi-year forecasting in IT Cost and able to plan, control, and minimize the cost from those IT demand. Company can control Cost against Capacity of IT Resource.

- *KrungThai bank (KTB)– IT System, Operation and Desktop Management)*

Provide design of server and desktop management architecture as part of the core banking project, also train the implementor for outsource resource (TN and CDGM)

- *Bangkok bank (BBL) – ATM Management*

Provide upgrade implementing service for event management system on TANDEM system.

April 96 - September 97 Mahidol University, Thailand IT System Analyst _____

Responsibilities:

Studied and analyzed the college's IT system. Also examine college's future needs with recommendations on how to extend their existing systems' capabilities to meet the needs.

- Provided user support with system problems and application software and developed user documentation to increase the usefulness of the systems to the users.
- Evaluated software applications to determine their potential to enhance user productivity
- Act as an implementer on Microsoft Windows user policy project to efficiently reduce TCO-Total Cost of Ownership.

March 96 - April 96 Telecom Asia, Thailand IT Engineer (Trainee) _____

Responsibilities:

Being a member of the PCT (Mobile phone) Pilot project teams, assisting NEC and NTT engineer team in Network Planning Department

Education Background

2003-2006 College of Management - Mahidol University MBA

Master of Management (MBA), International program, majoring in Entrepreneurs Management

1993-1997 Mahidol University, Bangkok B.Eng.

Bachelor degree in Electrical Engineering, Major in Telecommunication and Computer Engineering,

Certifications and Training

- ITIL Certification – EXIN (2003)
- Project Management – Mahidol University (2001)
- Software Engineering – Mahidol University (2000)
- Certified Solution Architect - Computer Associates UK (Training in Slough office, UK (2000)
- Security Management Certification - Computer Associates HQ - Islandia, New York (1998)
- IT System Management Certification - Computer Associates Singapore - (1998)