

ANONG SUPARAVONG

Personal Details

Name: Ms. Anong Suparavong
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Birth date: 10/Jun/1976
Nationality: Thai
Gender: Female



Academic Details

1999-2000: M.Phil Degree in Development Studies
(High Pass, awarded Shell Centenary Scholarship)
University of Cambridge, England.

1994-1998: B.A. Degree in Political Science, major in Public Policy Administration
(First Class Honour, Gold Medal)
Chulalongkorn University, Thailand

1993 - 1983: Certificates for secondary and primary educations, Math-English
Wattana Wittaya Academy, Bangkok, Thailand

Training Details

2013: Shell Retail Fuel Marketing Planning, Hong Kong
2012: Shell Marketing Operation Excellence, Singapore
2010: Shell Thailand lubricant approver for Procurement of Goods & Service
2009: Lead Trainer for Global GSAP implementation on Procurement
2008: Attended Shell Advance portfolio Re-image workshop, Malaysia
2006: Shell Trainer for brand campaign implementation
2005: TH Focal Point for Global Lubricants Research on Brand Performance
2005: Shell Thailand Focal point on Consumer Behavior & Purchase Journey
2003: Training on Project Management by the number, Malaysia
2003: Training on Petrol Retail Network Planning workshop, The Philippines

Language Proficiency

English :Fluent)

Thai :Fluent)

Profile Summery

Period: April 2019 – Aug 2019

Period: VP HR at Chememan Public Co.,Ltd.

Overview

Responsible for overall HR functions by focusing on the company restructuring and HR policy development. However, as the COVID-19 situation become intensify and the company has faced a drastic customer order decline to 10% of the overall capacity. The plan was suspended.

Period: 10 May 2018 – April 2019

Position: Full-time CEO/CMO at SME namely Momoko Bags and Shoes Spa managed by Hatton Equity Partner

Overview

Responsible for overall company restructuring to rebuild the service portfolio, branding and customer base. Accountable for overall P&L and cash flow of the company, appx. 4.5-6 MB./month.

The company is being brought by the private equity fund since Nov 2017 and the volume was in decline since 2015. It comprised of factory (40-50 blue-collar staff), 12 frontline staff at 6 branches, another 13 franchisee branches and 8 staff at the H.Q. for accounting and back-office administration.

The supervision ranged from rebuilding the brand, reset new pricing and service portfolio, restructure factory unit, recruiting new frontline staff and back office staff and supervising and training franchisees.

Operation Excellence: The company has established since 2008 as a family business with expertise in leather tailor and 2nd hand brand-name item trading.

The business expands rapidly as the pioneer in this niche service industry while facing growing competition from small players that cutting the price. The average the EBIDA is as high as 30% making many small players keep coming into the industry. The company has been facing the margin erosion and scaling down in overall volume through the network keep expanding to 13 franchisee branches. **The 1st restructure** were on systematic workflow tracking in the factory to speed up the service lead time to be within 14 days. **The 2nd restructure** were on resetting the CRM units and change the payment mode to be pre-payment. This is ease the customer complaint and return of product as well as unwind the negative cashflow. **The 3rd restructure** were on people that feeding in new 10 frontline staff to own branches and franchisee branches and in the factory using "Adecco" through personal connection to ease the shortage and training. **The on-going 4th restructuring** is on pricing and portfolio to generate the new cash-cow service moving from repair and colour dyeing to cleaning and coating with shorten service lead time and less reclaim payment. This will also synchronise with the new service package to be price competitive and expanding customer base.

Portfolio Resturture & Feasibility: The price ladder and individual services have been restructured in order to make sure that we will turn to be cash flow positive and easing the pain on 50% discount promotion that had been used throughout 2017. As a result, the volume, margin and cash flow start to pick up since June 2018 and significantly move up steadily from Dec 2018 onwards. The company is now on 2nd phase to expand B2B customers through 2nd hand brand-name traders and OEM for medium-size players. Also sourcing for “Creative and Media agency” through my personal connection to manage the marketing budget.

Network Expansion and Franchisee Management: Responsible for opening 3 new outlets for 2019 at Zen, Central Ladprao and Central East Ville. Sourcing for construction team through personal connection to bidding the price. All 3 shops is due to open in March and May respectively. And also managing franchisee as the network is able to cannibalise each other.

Period: 15 March 2018 – 31 Dec 2018

Position: Full-time lecturer at Assumption University, Martin De Tours School of Management

Overview

Part-time lecturer for “Intensive English course” pre-enrolment 1st-year student and full-time lecture for “Business Communication” at Martin De Tours School of Management. Responsible for 300 students of lecture classes and discussion classes. Also responsible to advising 50 international students. I develop strong passion for the job and learnt that Ph.D is a must to pursue this career. I will need to develop more of the research-oriented knowledge to become professional in this arena.

Period: 1 Aug 2016 – 31 Dec 2017

Position: Owner

Type of business: 2 Bangchak Petrol Stations

Overview

Running two petrol stations with average sales volume of 500,000 L./month and 350,000 l./month. Looking after the cashflow and cross check cash-in and cash-out in the station. Accountable for cash flow management and daily operation excellence to prevent fraud.

Period: 15 Dec 2015 – 31 May 2017

Position: Corporate General Manager for Office of Marketing Communications

Employing company: Mitsubishi Motors Thailand

Overview

Responsible to developing long-term local brand strategy, key milestone and ensure seamless executions from campaign to campaign. Accountable for all marketing activities’ execution and spending to achieve monthly sales target. The scope of work ranged from developing the brand strategy, review media master plan & strategy (500 MB.), setting the benchmark competitors, sharpening tactical monthly promotion, to local road show event plan & execution.

There are 25 staff in the team divided into 3 divisions namely Advertising Division, PR Division and Event Division working closely with the Sales Office and Sales Planning Office to achieve the target set.

Challenges in the job are able to classify into 3 areas, people management and development, Strategy development and changing the old culture. Managing people is always the heart of success. The company decided to relocate the head office from Rangsit to in-town Rama 4, there are 12 staff resigned and new 10 new staff joining the team with the restructuring to the expanded scope of work. My success during the past 1.5 year is through the better team performance and on-time launch of at least 6 nationwide campaigns. 30% of my time is on getting a mutual understanding and good attitude towards the company policy and the rest is rather on developing people skill to deliver a competitive marketing campaign that contributes to the sales growth / brand preference.

Job Highlight

1) Developing local brand strategy to create better engagement with our customers from 2016-2017

After accessing the car industries for 6 months, I have decided to propose to move from price-led approach and tactical campaigns to building the brand. The challenge is that how to make Mitsubishi car one of the choices and then provide the best package in the market for target consumer. In the past, the brand only focus on short-term promotion and low-price offered

To maximize the value of budget spending, we then create value-added campaign. This needs to have a clear strategy and milestone on where we want to go – become no.3 in market share. Making sure that we can enlarge customer base. For example, each year, we have at 16 key communications campaigns to cater all products offered. I have synchronized the activity plan and integrated common characters in all ATL & BTL activity to reflect the mother brand characters. One and simple promotion for all as a table stake. This not only save the budget from 4 models to only 1 campaign but also make consumer a peace of mind of a transparent pricing. Brand message become 1st priority message while support with promotional message to create call for action. This journey started with the pick-up repositioning campaign – Tough DNA in Oct'16 creating a month-on-month growth of 15%, followed by PPV revitalizing campaign to owned the unique proposition that the other cannot claim – DNA of 12 victories from The world rally Paris Dakar, making Pajero Sport (PPV) coming back to 2nd share in PPV/SUV segment.

The last one was “eco car” segment that we had reposition to “city sedan/city hatchback” and develop a comprehensive online campaign for 4 months from June-Sep.

2) Developing digital marketing strategy and plan for phrasing implementation from 2016 - 2017.

Mitsubishi Motors just started the online marketing through the establishment of FB and IG in 2015. At the initial stage, the company only set up the online channel without a clear objective. My responsibility is to set up the online strategy to make sure that our products are easily access to the new target segment. I have set the only milestone and online initiatives' KPI to ensure that all the investment has help to move the dot. In addition, I have assigned the new digital agency - Cheil to redesign the online website, FB and Line system in order to complete to purchase journey from acknowledge, interest to buy, purchase, recommended to friend and the brand I love.

Another challenge is negative comment on social media, this takes time to tone down the attitude and setting a clear brand characters to target segments. We have been setting up a more friendly FB management, Line communications, and on-ground activity (CRM). CRM activity will be the key to sales at the end as buyer finally listening to their friend advice before making the final purchase decision.

Period: Nov 2013 – Nov 2015

Position: International Sales & Marketing Director

Employing company: Smooth-E company

Overview

Responsible for all sales growth and marketing activities for overseas markets.

Developing Brand strategies for all overseas markets that currently have minimum sales of 0.3 M.USD/annual on an average.

Re-establishing the relationship with key and potential distributors ranged from Japan, South Korea, China, The Philippines and Indonesia. That has decline in sales growth
Re-vitalising the brand and portfolio in strategic market where we have minimum sales and limited network.

Define the right portfolio and SKU for each market and motivating distributor to share the same vision as the brand principle.

Skill: Deliver through the others

Local branded FMCG is rare to find in Thailand. The skill set required from the junior staff is only good attitude and passion. Managing the new local team with experience only on OEM products is quite challenging. Strong determination and clear coaching are really to key to success.

Re-establishing the relationship with FMCG distributor e.g. Japan and Korea and searching for the new distributor in China and Indonesia make a person to be very pragmatic to make change on distributor mindset within a very short period of time. I have clear understanding on their other portfolio and P&L, then able to manage smoothly.

Skill: Negotiation Skill

Being Sales and Marketing Director, I will needs to find out what is the driving factor of each distributor. Whether it is cash generation, passion to the brand, recognition from peers, etc. A successful negotiation has to provide win-win solution for both sides. I am able to open a new territory for Dentiste' in China and Indonesia with a prominent distributors in the market in 2014 and 2015 respectively.

Skill: Connecting with people

To be successful in the international FMCG market, I am able to identify and connect with key distributor and sub distributor in strategic market to know more about the whole value chain, especially in China, Japan and Indonesia. I am able to develop a partnership with international agency – ADK, ranked no.3 biggest advertising agency in Japan, to work with us to develop campaign in strategic countries – Japan, Hang Kong and Singapore.

Skill: Market Analysis

At the end, it is all come to the bottom line of both principle and distributor P&L, the trade term support as well as brand investment sharing are depend on the capacity of the distributor. We are current have exclusive distributor for each market, once the brand grow more, we will be able to have multi distributor or branch office abroad.

Key Achievement

- Able to build and develop the new team for International Department. Team is the key to gain trust back from the distributors. I am able to re-establish the trust and passion back from distributor and making the 1st year growth jumping from 131 MB. To 205 MB. (54% growth) with no ATL investment.

- Able to enter one of the most challenging markets in the world – China. I am able to reconnect and create transaction with key potential Chinese distributor that has not been in connection with the brand Principle for the past 3 years.
- Finding the right agency for Japan market where the sales has been decline by half in 2013. And able to stretch the agency namely ADK, to serve other market like Hong Kong and Singapore.
- Developing and implementing the brand campaign for Japan in April – June 2015 and able to generate a robust growth of 60% above last year for Japan market with a minimum budget of only 45 MB. For the whole ATL campaign.

Period: Oct 2011 – Oct 2013

Position: Thailand Fuel Category Manager

Employing company: The Shell Company of Thailand

Overview

Responsible for management of all fuels brands and development of the overall marketing strategy down to the implementation project plan to ensure that all marketing activities are synchronised and support the brand proposition in the market within the annual given budget.

Skill: Fuel Portfolio Management

Manage all fuel grades in the portfolio to ensure that we have the right products to serve the dynamic customer needs. Customer insights and in-depth market understanding are the key to success. Challenges for fuel products are that it become a commodity, slow moving on the new product launch but highly competitive. I was responsible for the launch of Shell V-Power Nitro+, Shell FuelSave ULG 95 and Shell E20 gasohol. Starting from defining the right assumption on fuel volume, define the fuel conversion strategy to the implementation of all BTL at site to ensure that operation and marketing communications are aligned.

Skill: Project Management

Managing internal stake holder is the key success factor. Extensive experiencing on managing complex projects like fuels launches, brand campaign launches and national-wide promotion launches. Challenges are meeting the tight timeline of each project overlapping each other, flexibility for changes at the operation level and problem shooting in order to smooth the launch. Orchestrated different functions to deliver the fuel launches ranges from supply planning, distribution, operation support at site, to the sales teams. Simple engagement and regular follow-up help to deliver the task on time and bringing every ones on the same page.

Skill: Market Analysis

Understand research methodology and interpret the findings into marketing planning. Facilitating the research finding workshop and able to use the research findings to define the right marketing activity for fuels products and understand the market trend in the near future. Able to initiate innovative activities to capture the changing behaviour of the consumer

Key Achievements

- Successfully launched the new Shell V-Power Nitro+ that selling at the higher price than other fuels in the market with increased penetration from 24% to 30%.

- Retailer engagement and internal buy-in is the key to success. Challenges are 1) to educate consumer on why they can pay to get a engine performance reinvented, 2) create trial with extra cost, and 3) efficiency use of limited budget to promote this new fuel formulation through 360 communications - ATL, site activation, BTL materials, and PR activity.
- Successfully launched the nation-wide promotion for fuel: lucky draw promotion to win “Porsche Cayenne”. Extremely well accepted by the consumer who normally looking for instant promotion (free bottle of water or tissue paper). The success factor behind is that we offered the right dream prize and the joining mechanic is quite instant through SMS the giveaway code when purchase Shell V-Power Nitro+. In addition, I have well engaged and defined the operation for the sales team to understand the concept, mechanic, and site operation and they are able to convey these information to retailers at sites.
 - Conversion of fuel grades from ULG 91 to ULG 95 and E20, the project was really operation based and quiet complex as we have to run down the products before start conversion for all 285 stations. I was able to manage to meet the timeline and ensure that conversion time at site is at the minimum. The project started from develop the business case with details assumption on fuels demands in Thailand down to the conversion schedule of each 285 sites and regularly updates to the management level.

Period: June 2007 – Oct 2011

Position: Thailand Lubricant Brand & Communications Manager

Employing company: The Shell Company of Thailand

Overview

Responsible for management of all lubricant brands and development of marketing communication plan to ensure that all marketing activities are synchronised and support the brand proposition in the market within the annual given budget.

Skill: Brand Management

Manage all lubricant brands to increase brand preference (usage vs. awareness) and develop local communication strategy/plan to ensure that the global CVP of each brand are fully valued at the local market level through a series of brand & marketing campaigns.

Make the plan for marketing communication using ATL medium, BTL at consumer touch point at each channel, experiential marketing event, PR activities to ensure that the CVP is effectively communicate to the large target audience within given budget throughout the year.

Skill: Project Management

Develop communication plan to support the Global Marketing Initiative implementation. Set the objective and measurable KPI for each marketing communication activity and make sure that they are aligned with the global brand proposition and able to support the objective of each promotional activities.

Allocate given budget into each proposed marketing communication activity and ensure on effective spending and on-time delivery of the activities.

Execute and monitor the implementation of each global brand campaign to ensure that they are executed as plan. Conduct the post-investment review.

Develop communication strategy & materials to support the implementation of other local marketing activities e.g. re-image the product portfolio, new product introduction,

and nationwide promotional campaign. Ensure that all the activities introducing to the market are well perceived by consumers and yield the result as planned.

Skill: Market Analysis

Understand research methodology and interpret the findings into marketing planning. Define benchmark players at each segment, classify and update the criteria used to conduct research field survey

Provide updated competitor's movements to research agency. Analyse the research findings and use the market information to develop the local marketing communication strategy and designed local marketing communication activities to strengthen brand image & proposition.

Key Achievements

- Led the Implementation of global brand campaigns to re-propositioning consumer & transport lubricants from emotional proposition to functional & technology-based proposition through ATL & BTL mediums. Developed Pr strategy and local associated activities e.g. press activity, consumer road show, and internal launch to staff.
- Led the implementation of global promotion campaign – Win a track day with Schumacher in Italy through ATL & BTL mediums. Developed promotional mechanics, communication strategy and series of PR activities to synchronise with brand proposition. There were 1.5/4 of the premium-tier customers joining this lucky-draw campaign during 2.5 months time-span.
- Developed external & internal communication strategy, communication materials and training tools on the lubricant portfolio's re-image. Identified key changes on each group of product and align with the global product propositioning and pricing strategy. An end-to-end communication plan had resulted into a well accepted by consumers in different channels on the new product's image.

Period: March 2006 – May 2007

Position: B2C Direct and Retail Lubricant Marketing Specialist

Employing company: The Shell Company of Thailand

Overview

Responsible for management of Retail lubricant's sales volume, profitability, proceeds, and budgeting. Manage the portfolio & pricing strategy for the channels. Develop and implement marketing activities in the retail channels that align with the brand proposition.

Skill: Project Management

Develop and implement year-round promotional activities for each strategic product for retail channel with diverse stakeholder from production plant, transport unit, ordering unit and to sales team.

Develop new end consumer promotion-implementation approach to prevent product dumping between channels, minimise premium-logistic cost, and get full compliance from retail dealers to ensure that the financial benefits will be materialised as planned. Initiate changes on the operation platform by deliver product together with premium by Shell transport unit, adjust the ordering system to accommodate premium ordering,

simplify the premium invoicing process, manage Shell & dealer cash flow, and manage premium stocks to serve the demand and zero leftover after the promotion end. Managing an end-to-end communication process from internal party to sales team to dealer and to consumer.

Skill: Pricing & Portfolio Management

Develop new pricing strategy for retail channel that facing declining market share, diminishing margin, and price-cutting from competitors

Analyse the value chain and brand map to identify set new dealer margin, retail price to consumer and create extra margin as a buffer for future cost increase and premium budget.

Analyse consumer's price elasticity and increase the retail price at the maximum level to accommodate promotional campaign and maximise profitability.

Identify strategic products for specific channel and grow premium-tier market share.

Skill: Negotiation

Close cooperation with Procurement Unit to negotiate with diverse suppliers to maximise profit/unit as the dealer sharing is fixed. Turn promotional campaign to be a profit-generated activity leveraging on new retail pricing strategy.

Negotiate with suppliers to buy back leftover premium stock by setting guarantee volume and free moving stock to serve unforeseen demand/decline.

Turning normal buyer & seller relationship between Shell and suppliers into strategic partnerships to get benefits on extra servicing and create exclusive offerings, that other competitors cannot copy.

Key Achievements

- Developed new operation platform that provide product & premium ordering & deliver at the same time, centrally manage premium stock level, allow Shell to prevent frauds on product dumping & premium's cost sharing from Shell to dealer, shorten preparation lead time of premium stock up from 14 days to 5 days, minimize dealer's capital investment, and eliminate high premium logistic cost (accounted for appx. 15% of the total activity budget).
- Developed strategic partnerships with key suppliers e.g. AIS, Black & Decker, and Reach Telephone. This allows Shell to increase number of key activity from normally 2 activity per annum to 4 key activities and spending only 50% of the total plan budget without devalue premium offering to consumers. These partnerships have been formed through identifying potential partners that match with each product proposition and it's consumer sector, analyze potential partner's P&L, approaching key persons and negotiation. The promotional activities with strategic partners yield financial benefits of appx. 25% above the planned profit generated.
- Developed new pricing structure that provide margin buffer for series of cost & sell-out price increase during hiking oil price and price's cutting from competitors. This started from analyzing value chain, understand price elasticity, analyzing competitor's pricing, and most importantly understand the brand & servicing value in the consumer's eyes.
This new pricing allows Shell's to have a flexible margin and get more sum total profit, avoid frequent retail price change though the cost increase, and extra 30% budget for promotion.

Period: March 2005 - Feb 2006

Position: Brand & Communications Executive

Employing company: The Shell Company of Thailand

Achievement:

- Led the implement of product migration from locally developed brand to the global branding for diesel engine motor oils during an absence of Brand & Communication manager. Managing global brand team expectation and other local stakeholders.
- Support promotion & brand activities in all channels.

Period: March 2004 – Feb 2005

Position: Non-food Product Category Manager

Employing company: The Shell Company of Thailand

Achievement:

- Increase sales volume for non-food category by 100% through a new central & monthly ordering platform, identify & create more impulse SKU to increase speed of sales & no. of traffic e.g. newspaper & ATM alliance.
- Develop strong relationships with diverse suppliers to ensure monthly product refreshment under consignment scheme. This is the key driving force to make the portfolio's strategy possible on the ground.
- Set non-food category's portfolio & pricing to maximise profitability.

Period: June 2002 – March 2004

Position: Highway Project Developer

Employing company: The Shell Company of Thailand

Achievement:

- Implemented the establishment of 20 strategic retail stations on highway. This started from prepare the financial DCF for each investment ranged from 20 MB to 60 MB, monitoring the construction progress on a weekly basis to ensure that the project will be completed in time and within budget provided.
- Monitored the station performance after opening to normalise the financials & performance index set in the DCF module.

Period: Dec 2000 – May 2002

Position: Retail Territory Manager – Urban Bangkok Area

Employing company: The Shell Company of Thailand

Achievement:

- Supervise and manage retail petrol station dealers to ensure their compliance with company guideline
- Managing overall site profitability, and standard service provided to end consumer.
- Develop local promotional programmes to counteract with competitors
