

MANEENUCH KONGARCHAPATARA

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Marketing Director/ Head of Marketing

Highly qualified marketing professional with 10 years of experience as function head and 20 years of experience in snack, confectionary, lubes, insurance, airline and construction material business. Not only strong background in marketing but also experience in sales function. Able to lead and coach young generation team within traditional company culture and experience worked with diversified stakeholders in regional role.

CORE STRENGTH:

- Brand & Portfolio Management
- Market Intelligence & Market Insight
- Integrated Marketing Plan & Communication
- Channel Strategy & Trade Marketing
- Strategic Planning & Analytical Skill
- Product Innovation
- E-Commerce & Digital Marketing
- People Coaching & Development

PROFESSIONAL EXPERIENCE:

NS BlueScope (Thailand) Limited

Oct'18 – Present **VP-Marketing**

Achievement

- New high volume sales in FY21 with 4% CAGR from FY20-FY22
- Market share increases from 14.9% in FY20 to 15.6% in FY22, with new high share in FY21 at 19%
- New high of customer satisfaction score in 2021 (the latest year) at 87% with continual improvement from 2019
- New high of NPS in LY at 75% with continual improvement from 2019
- Highest TOM and spontaneous awareness of BlueScope brand in 2021 at 75%, improved from 59% in 2018
- Significant improve on BlueScope Zacs brand awareness ie. + 59% of total awareness from 2019 with + 21% of total sales in retail segment from 2019
- Revamp brand website as well as social media platform since 2019 and generate more than 600 leads per month.

Key Responsible

- Lead and oversee end to end marketing strategy and direction to enable business to achieve company goals.
- Formulate company's strategy and direction on how to generate growth from marketing perspective.
- Leverage data including competitive analysis and market intelligence, market research and analyse to drive insight

- Grow mainstream product brand equity and its value proposition offer in high growth segments with marketing program and execution plans.
- Lead on marketing communication strategic plan to maintain coherent and distinctive brand positions and ensure effectively launched at the right touch point base on customer journey
- Strengthen relationship with influencers and loyalty program with key stakeholders.
- Develop new product, communication, pricing and promotion campaign.
- Own and optimize country marketing budget and implement marketing activities calendar
- Build team capability including successor pipeline in marketing function.

AirAsia PLC

Feb'18 – Sep'18

Head of Commercial, CLMV

Achievement

- Drove purchase online with “how to book online” campaign, “low fare only online” campaign, “Low fare for member only”, launch of local language site and EDM for Vietnam and launch key payment channel for Vietnam and Myanmar. Key result were online contribution from 48% in Q1 to 52% in Q3 (+32% from Vietnam and +16% from Cambodia), mobile search (+44%) & mobile booking (+59%) vs. same period LY.
- Improved booking curve (Book +30 days in advance) by 2% driven from Vietnam origin while continuously improve on domestic passenger contribution to minimize swing from western tourists.
- Leveraged AirAsia strength with fly-thru campaign which improved fly-thru revenue by +16%.
- Drove repeated visit for KL & BKK with new angles and traveling occasions.
- Launched commercial plan for 4 new routes (HANPEN, PQCKUL, HANCNX, RGNCNX)
- Launched TVC for Vietnam and Myanmar market to own key brand imageries which were International Trusted Airline, Warm & friendly and Fulfill your travel dream

Key Responsible

- Strategically developed commercial plan to grow outbound passengers to both existing direct and fly-thru routes and improved financial performance for CLMV market.
- Managed channel mix by driving online growth on AirAsia website while maintained sales and relationship with other intermediaries to secure load factors.
- Grew larger route network and connectivity between CLMV and other airport hubs and work closely with other country commercial teams to create destination demand.
- Built brand equity and drove brand preference on VFM, International brand and service standard, strongest connectivity in Asia in order to compete with strong brand heritage of national full-service airlines and local low cost airlines.
- Built fundamental of E-commerce at local level i.e. provided local payment options, educated with digital content marketing, built leads from partnership program and drove mobile app download and EDM contact for CRM program.
- Led & coached over 30 headcounts team from far distant. Groomed young generation in emerging markets where the talent was difficult to find and able to work strategically in digital-led business operating model.

AXA Insurance PLC

May'15 – Dec'17

Chief Marketing Officer

Achievement

- Completely set up marketing team structure and end to end operating model from customer insight to commercial launch plan.

- First in AXA Asia conducted customer segmentation and launched product for targeted segments i.e. Happy Lady product series for women segment, Travel insurance for young professional, Personal accident insurance for emerging customers.
- Led to transform organization to "Customer Centricity" and drove significantly increase of customer satisfaction score from 74.9% in 2015 to 81.2% in 2017 by fixing fundamental of service experience on "Easy, Clear, Speed", delivering beyond expectation on service experience, and set up CX steering committee to review all voice of customer channels.
- Successfully implemented e-commerce website in 2015 and built digital roadmap i.e. online straight thru process for all key products, e-Policy, e-newsletter, FB Chatbot, etc. Proven the success with 50,000 policies and 110 % revenue growth via e-Commerce website and generated 12,000 leads from digital presence to telesales (Online to Offline).
- Drove commercial capability by embedding our Integrated Portfolio Management process.

Key Responsible

- Established the first marketing team in AXA GI Thailand organization which comprised of Insight, Customer experience, Product Marketing, Corporate & Brand Communication, Graphic House, Digital Marketing and Digital Factory.
- Developed strategic marketing plan and identified potential customer segments across key Line of businesses.
- Steered to transform "Intermediary Centric" to "Customer Centric" organization by leading on customer segmentation development, improving customer experience along the customer journey, planning for need base package offering and communicating in the simple customer's language.
- Built digital roadmap and grow e-commerce platform to serve multi-channel model.
 - Revamped AXA website from corporate website to e-Commerce website.
 - Drove awareness, lead and conversion for digital platform (Quotation & Online purchase) for key products and managed the performance via analytic tools.
 - Developed communication roadmap to drive demand for each product i.e. festive campaign, promotion campaign.

BP-Castrol (Thailand) Limited

Aug'13 – Apr'15

Passenger Car Oil Category Manager

Achievement

- Only a category which delivered positive growth in 2014 both volume and value when TH economic was slow down, consumer confidence were stagnant and oil price dropped.
- 29% value growth in Q1'15 and sales value outperformed volume due to portfolio management, trade promotion campaign and demand creation for premium products.
- Successfully launched first Castrol lubricant oil for Eco-car and built Castrol Eco-Car Club partnered with over 10 car clubs in Thailand.
- Rapidly grew Castrol Auto Service footprint with over 100 stores expansion in a year in order to compete with competitors which have strong gas station network.

Key Responsible

- Developed 3-year strategic marketing plan and drive performance of 4 lubricant oil brands and specialty oils for 4-wheel passenger cars.
- Drove channel growth by strengthen relationship with Castrol Auto Service partners, expand distribution of power brands in strategic channel, develop CRM program for partners.
- Led on global sponsorship program ie. FIFA World Cup 2014 and Motorsport Experience ie. EDGE Titanium Trial campaign with world top drivers.

- Built digital strategy and roadmap for both consumers and customers ie. SEM, partnership with strategic website/ bloggers, social media platform engagement and advocacy program.

Mondelez International (Thailand) Co., Ltd

Sep'11 – Jul'13

RTM Strategy and Trade Marketing (Modern Trade) Manager

Achievement

- Successfully studied Mondelez distribution network within 6 months and used only internal resources to conduct fieldworks and 3 management trainees to support on data processing and report. The RTM process comprised of Retail environment study both qualitative and quantitative, Trade mapping from 2,400 retailers to origin sources of supply, Point of buy auditing, Competitors benchmarking, Territory and distribution network study, Organization structure.
- Proposed new distribution model, resource and transition plan which was best fit to drive Mondelez growth agenda in next 5 years and approved by Thailand Leadership team and Regional sales director.
- Led on 2013 sales plan development and sales conference to all functions and partners.
- Fully led on product development and successfully launch an exclusive product for 7-eleven with over 160% offtake compared to average SKU performance.

Key Responsible

RTM Strategy:

- Improved RTM efficiency and defined the coverage expansion strategy ie. van expansion model, improve on van efficiencies to reduce cost to serve (sales per bill, coverage store, frequency of visit, time spend per visit) and evaluated the existing RTM approach and benchmark our distribution model with other reputed competitors and identify way forward.
- Engaged proactively across verticals to ensure display unit and distribution drive activities has put in place, Define the right assortment & portfolio management, Drive numeric distribution via Loyalty program, incentive parameters and reward system.

Trade Marketing (MT):

- Developed sales growth plan and strategy and joint business plan with key retailers.
- Developed plan to improve hot zone presence and drive better ROI via merchandising and display management as well as ensured in-store excellence execution.
- Understand shopper insight and competitive landscape in order to develop action plan by linking with channel and category strategy.
- Plan and execute on NPD launch and point of Buy activation for all focused brands, monitor their performance.

Mar'09 – Aug'11

Gum Category Innovation Manager – Asia

Achievement

- Successfully launched candy layered gum innovation even faced the challenge of significant CAPEX investment, high product & packaging cost and required joint up volume from all key markets to justify commercialization.
- Delivered winning product and concept for gum innovation in 2012-2015.

Key Responsible

- Synergized gum brand architecture and brand portfolio across Asia countries to join up development for innovation, renovation, communication campaign and cost saving projects.
- Gathered market insight, identified white space and developed launch *strategy* for new market i.e. India & Taiwan.
- Built 3 years gum innovation pipeline for big markets such as Thailand, Malaysia, India and worked as project manager for new CAPEX investment projects.
- Collaborated with local commercial team to put together solid activation plans that maximize commercial opportunity while making sound financial sense.

Feb'07 – Feb'09

Senior Brand Manager - Clorets

Aug'05 – Jan'07

Assistant Brand Manager & Brand Manager - Halls

Pepsi Cola (Thai) Trading Co., Ltd

Jul'04 – Jul'05

Assistant Brand Manager – Lay's and Premium Range

Jul'03 – Jun'04

Marketing Executive – Lay's

INTERNSHIP:

Mar - May 2002

Student Trainee, Trade Marketing Dept., Unilever Thai Holdings LTD

Apr - Jun 1999

Marketing Trainee, Marketing Association of Thailand

Apr - May 1998

Intern Student, Sales Coordinate Department, Siam Cement PLC

EDUCATION:

May'01 – May'03

MBA in Marketing, SASIN, GPA 3.58/4.00

Foreign Exchange Student 2003, University of North Carolina, USA

May'96 – Mar'99

BA in Marketing, Kasetsart University, GPA 3.36/4.00

2nd Class Honors and Academic Excellence Award in 1997

ADDITIONAL PROFESSIONAL EXPERIENCE:

2018 - Present

Lecturer, Digital Marketing & Analytics course for Master Degree Program at CMMU, Mahidol University

REFERENCE: Available upon request