

MONRUDEE THEERAWORAWIT

Curriculum Vitae

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PROFILE

Executive management with 25 years of international working experience specializing in corporate strategy development and execution, research, solution development, revenue management, business transformation, communications, and sustainability

SKILL SUMMARY

Professional: Corporate strategy, business planning, budgeting, market and competitive intelligence, consumer and market research, new product development, customer journey and experience enhancement, revenue management & costing, process evaluation and development, internal auditing & compliance, communication, transformation, and sustainability

Computer Skills: Advanced user of Excel, Word, PowerPoint, Jamovi, JASP, and Gretl

Language Skills: Fluent in Thai and English

PROFESSIONAL EXPERIENCE

At Present – Senior Vice President Corporate Strategic Planning, Bualuang Securities, Bangkok, Thailand and Ph.D. Candidate (ASEAN Center for Sustainable Development Studies and Dialogue Scholar)

Lead corporate strategic planning process in formulating short- and long-term corporate strategic plans. Provide emerging strategic issues and key insights that challenge and inform strategic decision-making. Develop and execute the organization's sustainability agenda (environment & society). Embed sustainability into processes and decision-making. Drive strategy development and execution for profitable and sustainable growth through collaboration.

August 2014 to August 2021 – Director at UPS China District and Asia Pacific Region Office August 2019 to August 2021 – China District Marketing Director (Head of Marketing), UPS China

Led Business Planning Unit, Marketing Department, Crisis Management Team, and Sustainability Committee. Developed corporate strategies with demand forecasts and business cases to secure the budget and resources needed for execution. Initiated market and competitive studies to develop growth strategies and initiatives, created and rolled out growth programs, monitored progress, and developed action plans for performance improvement. Developed and launched new products, services, and technology solutions (WeChat). Formed Sustainability Committee and jointly developed ESG goals and sustainability initiatives. Developed communications strategy and action plan focusing on improving brand consideration, momentum, and relevance.

August 2014 to July 2019 – APAC Region Revenue Management and Pricing Director, UPS, Singapore

Led Asia Pacific Region (APAC) Revenue Management and Pricing Team, Pricing Committee, and Peak Management Commitment. Conducted market and competitive analyses and drew insights, developed and executed revenue management and pricing strategies and initiatives to achieve corporate balanced growth. Established and implemented revenue management and pricing policies, designed Master Operating Plan, processes, and systems to improve efficiency, productivity, and customer experience, and conducted audits to ensure compliance. Reviewed and approved pricing requests according to solutions offered. Developed and led corporate transformation, new product development, and commercial contingency plan projects.

January 2011 to July 2014 - Business Director, GfK MarketWise Ltd., Bangkok Thailand

Head of Research Department – Managed marketing research projects (qualitative and quantitative) across a variety of industries. Provided business and marketing consultancy services to senior executives of public, private, and non-profit organizations based on clients' requirements, including brand positioning, marketing strategy, performance improvement, business process improvement, and customer acquisition and retention plan. Created and implemented account plans to expand the customer base for revenue and profit enhancement. Developed a strategic relationship with key clients to grow business according to growth strategy, expanded the company's product & service portfolio, deployed advanced research analytical tools, and built team capability.

January 2003 to January 2011 - Marketing Manager (Head of Marketing Department), UPS Thailand and Asia Pacific Regional Revenue Management Manager, UPS Asia Pacific Regional Office As a Marketing Manager (Head of Marketing Department), UPS Thailand

Initiated market and competitive studies to develop growth strategies and initiatives, created and rolled out marketing activities, monitored progress, developed action plans for performance improvement, and built brand engagement through strategic communication.

As an Asia Pacific Region Revenue Management Manager, Regional Office UPS Singapore (Special Assignment for 3 years from 2006 to 2008)

Led Asia Pacific Region Revenue Management Team and Pricing Committee. Conducted market and competitive analyses to gain insights, developed, and executed revenue management and pricing strategies and initiatives to achieve revenue management goals.

October 1998 to December 2002 - Worked in the USA while pursuing Master's Degrees in Two Programs

*** January 2002 to December 2002 - Strategic Marketing Analyst, NYK Line (North America) Inc., New York, USA**
Gathered and analyzed market and competitive intelligence to provide insights to Top Management. Designed and produced Key Performance Indicator Report (KPI). Reviewed and provided advice on logistics solutions developed for key customers.

*** April 2000 to December 2001 - Graduate Teaching Assistant, Supply Chain Management, University of Denver, Colorado, USA**

Provided advice and guidance to undergraduate students on Supply Chain Management projects. Supported Supply Chain Management Professor in preparing teaching materials and cases. Led classroom discussions on business cases.

*** October 1998 to October 1999 - Trainer, Walt Disney World, Florida, USA**

Developed a true understanding of endangered animals to form conservation messages. Attended train-the-trainer courses and provided training and coaching to new cast members. Spread out conservation messages and encouraged contribution to conservation.

December 1996 to October 1999 - Tradelane Specialist, Sealand Service Inc., Bangkok, Thailand

Gathered and analyzed trade data and competitive intelligence to form recommendations and execute growth strategies. Conducted forecast for asset and equipment optimization. Conducted pricing analyses and provided pricing approvals to Sales.

EDUCATION

Doctor of Philosophy Program in Sustainable Leadership ASEAN Center for Sustainable Development Studies and Dialogue Scholar College of Management, Mahidol University, Bangkok, Thailand	Current Ph.D. Candidate Start August 2021
Master of International Management (International MBA) Daniel College of Business, University of Denver, Colorado, USA (G.P.A. 3.85)	November 2001
Master of Science in Intermodal Transportation Systems Intermodal Transportation Institutes, University of Denver, Colorado, USA (G.P.A. 3.93)	August 2001
Bachelor of Business Administration Major: International Business Management / Minor: Finance Assumption University, Bangkok, Thailand Graduated with Honors Cum Laude and Rector's Certificate of Honors	October 1996

PROFESSIONAL TRAINING AND ACADEMIC WORKS

Management training and coaching, personal effectiveness, time management, presentation skills, project management, business planning, strategy development and execution, process and supply chain mapping, internal audit and compliance, consumer and market research, segmentation, revenue management, insights to action, strategic planning, lean six sigma (Black Belt), media training and sustainability

Training in the last 5 years:

2023	Creating Business Through Circular Design, CIRCO Hub, Thailand (In collaboration with UN Global Compact, OSMEP, and NXPO)
2021	The 7 Habits of Highly Effective People, Franklin Covey
2021	Business Sustainability Management, The University of Cambridge (Online), UK
2020	Lean Six Sigma Black Belt, National University of Singapore (NUS), Singapore
2019	Media Landscape in China, Ogilvy, China
2019	Executive Perspectives Program, Emory University, Georgia, USA
2019	Lean Six Sigma Green Belt, National University of Singapore (NUS), Singapore

Articles published in international journals:

2023	[Under journal review and revision process] <i>Assessing the impact of the COVID-19 pandemic on transition to circular economy from a supply chain perspective: A systematic review.</i>
2022	<i>Sustainable supply chain management in a circular economy: A bibliometric review.</i> https://www.mdpi.com/2071-1050/14/15/9304