



RESUME

NAME : English : Mr. Papan Theeraborwornrat

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PERSONAL

Sex : Male **Height :** 173 Cms.

INFORMATION :

Age : 52 **Weight :** 75 Kgs.

Health : Good **Birth Date :** July 2, 1964

Nationality : Thai **Marital Status :** Married

EDUCATION :

- Executive MBA Program Thammasat University (1998)
- B.B.A. Thammasat University, Faculty of Business Administration and Accountancy Major Marketing (1987)

STUDENT ACTIVITY :

- 1988 Winning Marketing Plan Contest from MARKETING ASSOCIATION OF THAILAND
- 1986 Excellent Salesman and Top Sales in Thammasat Dummy Company

EXPERIENCES :

- 2010 – 2015

AA Paper & Stationary Co.,ltd. (Double A Group of Company)

Type of Business: cut size paper & stationary trading

Company Product: Double A, Quality, Alpine, Speed, Smartist, Eagle, Shih Tzu etc.

Position: Co Chief Executive Officer (Co-CEO) - (The level equal to Vice President /Director /General Manager)

Report to: CEO, Board of Director, Chairman of BOD.

In charge : Thailand, Myanmar, Laos, Cambodia Market

Key Responsibilities:

1. Traditional Trade

- To develop yearly sales & expense budget.
- To manage sales as sales budget.
- To control expense budget.
- To manage distribution through the Exclusive Agent/Dealer.
- To approve / give direction for monthly trade promotion.
- To manage / facilitate for creating the brand visibility in traditional market.
- To manage marketing activity in the market for support Exclusive Agent / Dealer selling.
- To monitor / giving policy for encouraging distribution coverage in each distribution level to end users.

2. Modern Trade

- To develop yearly sales & expense budget.
- To manage sales as sales budget.
- To control expense budget.
- To approve the negotiated trade term / yearly expense agreement for each account.
- To manage / giving policy for creating product display/visibility.
- To set up pricing policy in Modern Trade channel.
- To give policy /encourage to do co promotion / promotion with modern trade for sell out driven.
- To manage / monitor sell in /to manage for PO.
- To do yearly /half year Business review with each account.

3. Franchise Development

- To expand exclusive stores, Franchise Double A copy center and Double A stationary.
- To take responsibility for new store expansion.
- To create / manage chain store value ex. adding new product / service, local user promotion.
- To manage stores standard.
- To support decoration as brand identity for the stores.
- To manage / set up benefit program to Franchisee.
- To create new business model for franchise business in term of stationary store, copy center store

4. Cash Management & Accounting

- To monitor cash flow management according to corporate financial policy.
- To approve customers' credit line and credit term.
- To monitor Account Receivable aging.

- To manage Account Payable.
- To make decision of using source of fund which has lowest cost.
- To monitor P&L report and Balance Sheet.
- To monitor & controlled monthly itemized expense vs. monthly itemized budget.

5. Human Resource Management

- To recruit the staffs
- To manage & follow up all staff compensation as the corporate policy.
- To set up training and development policy for staff.
- To set up all staffs' competency and set up training & development policy .

Achievement - Increasing gross profit after trade promotion budget = 77.8 M in y 2011 from y2010
 - Distribution coverage 97%

- 2004 – 2010

99 Group Trading Center Co.,ltd. (Double A Group of Company)

Type of Business: folio & roll paper trading

Position: Chief Executive Officer (CEO)

Report to: Board of Director, Chairman of BOD.

Key Responsibilities:

1. General Management

- Developed Strategic Direction & Plan.
- Developed and controlled the company yearly budget.
- Monitored each department performance by KPI.
- Monitored and controlled total company and each department expense.
- Encouraged each team set up and approved Working Instruction / Standard Operation Procedure

2. Sales Operation & Sales Management

- Set up selling policy & strategy.
- Approved sales forecast and sales plan of each sales team.
- Monitored & followed up sales performance and market situation.
- Set up pricing policy and approve price structure.
- Set up channel development and new customers expansion policy.
- Encouraged sales team to deliver trade promotion to customers.
- Set up sales policy and approved commission scheme.
- Co-ordinated with IT team to develop MKIS & CRM Information.

3. Production & Logistic Management

- Co-ordinated with factory to produce the product for serving purchasing order from customers in term of the product types and quantities.
- Encouraged team and set up policy to do product assortment by imported sources.
- Managed delivery and monitored logistic process with high efficiency and high service level to customers.
- Managed and monitored stock level for serving customer demand by balancing warehouse space.
- Managed warehouse.

4. Cash Management & Accounting

- Monitored cash flow management according to corporate financial policy.
- Approved customers' credit line and credit term.
- Monitored Account Receivable aging.
- Managed Account Payable.
- Made decision of using source of fund which has lowest cost.
- Monitored P&L report and Balance Sheet.
- Monitored & controlled monthly itemized expense vs. monthly itemized budget.

5. Human Resource Management

- Recruited the staffs
- Managed & followed up all staff compensation as the corporate policy.
- Set up training and development policy for staff.
- Set up all staffs' competency and set up training & development policy .

6. Law Management

- Took legal action to follow up bad debt or sued non performance account receivable.
- Managed the company rules & regulation comply by Thai Business & Thai Corporate Law.
- Proposed, revised the company authorization for BOD approval at the same time work by follow up the authorization.

Achievement - Sales growth 10-30% per year

- EBITDA growth from -28 Million ฿ to maximum 21 Million ฿
- Negotiated bad debt pending for 4 years 30 Million ฿ with 7.5% interest of pending year.
- Negotiated bad debt pending for 2 years 20 Million ฿ with 7.5% interest.

- 2004 – 2004

Strategic Solution International Co., LTD.

Type of Business: Sales Training & Consulting

Position: Vice President – Consulting

Report to: Managing Director

Key Responsibilities:

1. Developed and proposed training plan for clients
2. Developed course structure for the clients.
3. Trained clients' sales team as the structured courses.
4. Followed up & monitored participants after training.
5. Consulted clients

- 2002 – 2004

The International Engineering PLC. (IEC)

Type of Business: Mobile Phone Distribution

Company Product: Retail Chain; Mobile Easy

Position: Vice President – Retail Division

Report to: Senior Vice President – Distribution

Key Responsibilities:

1. Developed Business Plan.
2. Forecasted yearly sales forecast and adjust monthly sales target.
3. Delivered store level profit from each branch to company.
4. Maximized gross margin.
5. Managed sales operation team in each shop type.
6. Developed promotional plan and provide some local promotion.
7. Assorted product by doing product requisition through product procurement department.
8. Developed store staff service mind for delivering to customers.
9. Co decision making for location selection to open new retail stores.
10. Controlled store expense.
11. Motivated sales team and store staff by set up commission & incentive scheme.
12. Regulated store staff as company regulation.
13. Developed & trained store staff.
14. Set up promotion or activities with modern trade for modern trade channel.
15. Expanded in modern trade channel.

Achievement - Increasing sales from 650 million ₱ per year to 1,000 million ₱ per year within 1 year.

- 2000 – 2002

Boots Retail (Thailand) CO., LTD

Type of Business: Health & Beauty Specialty Store.

Company Product: Boots Brand, Proprietary Brand.

Position: Area Manager

Report to: Store Operation Director

Key Responsibilities:

1. In charged daily stores operation.
2. Broke down stores sales target from total area sales budget and encouraged store manager and all staff to achieve sales target.
3. Motivated store manager and all staff to run the business .
4. Controlled standard stores .
5. Monitored store manager staffing all store staffs for each store .
6. Controlled and deliver promotion activities as marketing plan to customers.
7. Analyzed sales participation in each product category .
8. Ensured customer service delivered to customer.
9. Controlled store expense.

Achievement – Sales growth about 25-30%

- Total Profit at store level better ex. -4.5 M to 2.5 M

- 1997 – 2000

C.P. 7 - ELEVEN PLC.

Type of Business: Convenient Store

Position: Store Operation Manager

Report to: General Manager - Store Operation

Key Responsibilities:

1. In charged 7 - Eleven store operation 40-60 stores.
2. Looked after sales for target achievement.
3. Controlled stores staffing.
4. Controlled stores standard.
5. Controlled and delivered promotion activities as marketing plan to the customer .
6. Controlled stores expense.
7. Store location selection.
8. Controlled & follow up store opening process.

Achievement - Sales growth same store in crisis period 11-12% while total company growth 4-5%

- 1994 – 1996

RECKITT & COLMAN (THAILAND) CO., LTD

Company Product: Household Product; Shieldtox , Dettol Soap , Brasso , Haze , Hapic etc.

Position: Marketing Manager (Indochina)

Report to: Country Manager

Key Responsibilities:

1. Developed the market in Indochina (except Vietnam) and Myanmar.
2. Prioritized the products for launching in each market.
3. Developed distribution with distributor .
4. Pricing the product for best contribution margin.
5. Created market need by advertising and other sales promotion.
6. Monitored and analysed each market.

Achievement – Improved distribution coverage of shieldtox 85-95% each country

-Total Sales growth 15-20%

- Launching Dettol Soap in Cambodia, Myanmar

- 1989 - 1994 / 1996 – 1997

C.R.C. CREATION PLC.

Company Product: Lady Boutique Brand; Fly Now, Casual Fly Now, Madam Fly Now, Fly Now the
Leather, The Boulevard.

Position: Marketing & Sales Manager

Report to: Managing Director

Key Responsibilities:

1. Developed Marketing plan.
2. Planned & Bought key media.
3. Implemented the activities as marketing plan.
4. Coordinated with designer for producing advertising material.
5. Looked after PR activities.
6. Implemented consumer research & feedback for developing the products.
7. In charged outlet in department store and specialty shop in shopping center.
8. In charged sales / PC girls.
9. Deal with / negotiated with department store buyer.
10. Store location selecting both department store and specialty store.

11. Investment analysis for opening specialty stores shopping center.

Achievement - Sales growth 10-15% per year from 150-240 in 5 years

- 1988 – 1989

OSCAR MAYER - C.P. CO., LTD.

Company Product: CP Sausages, Meat Processed.

Position: Acting Marketing Department Manager

Report to: Marketing Manager

Key Responsibilities:

1. Created sales promotion activities for end consumer in Bangkok supermarket channel .
2. Delivered and organized sales promotion to every outlets.
3. Analyzed the result of each sales promotion.

TRAINING COURSE :

- 1) Attended “ Supervisory Course ” by C.P. GROUP
- 2) Attended “ Modern Manager Course ” by CHOKDEE DEJKAMHAENG
- 3) Attended “ Modern Marketing Management Course ” by CEO
- 4) Attended “ Management Skill ” by CHOKDEE DEJKAMHAENG
- 5) Attended “ Advertising Workshop ”, “ Research Workshop ” by TMA
- 6) Attended “7’s habit” by PACRIM
- 7) Attended “Land Mark Forum”, “Land Mark Advance” by Land Mark (Thailand)

GUEST SPEAKER : TOPIC

- 1) Consumer Behavior, Introduction to Business, How to impress the customers, How to keep the selling opportunity in C.R.C. PLC.
- 2) Sales Plan, Marketing for Sales People, Finance for Sales People in Double A Network Group
- 3) Key Success for Retail Business, Managerial Style for Retail Business in Double A Book Tower
- 4) Managerial Style & Leadership in 99 Group Trading Center Co.,Ltd.
- 5) Selling Technique in Retail Division, IEC.
- 6) Retailing Clinic for Cement Thai Home Mart, Basic Selling Skill, Franchise Concept in Siam Cement Group.
- 7) Retail Management in Faculty of Business Administration Thammasat.
- 8) Retail Management in SMEs institute Commerce Ministry.
- 9) Basic Selling Skill in SEC; Sales Executive Club in Marketing Association of Thailand
- 10) Basic Selling Skill, Sales Management, Negotiation for Selling in SCG.
- 11) Retail Management, Sales Plan, Negotiation in Michelin Business Advantage Project.
- 12) Sales Management, Sales Operation for Modern Trade in Nippon Paint.
- 13) Cost Efficiency in IBC Industrial

14) How to Develop Business Plan for Unlock Business by Innovation in Department Business Development, Ministry of Commerce

UNIVERSITY LECTURER : “Competitive Marketing Strategy” Course in Engineer Business Management Program at Faculty of Engineer, Thammasat University

RESEARCH &CONSULTING JOB : Study Research and Consult for Thailand Institute of Scientific and Technology Research (TISTR) “Facility & Support System of Technology Transfer to SMEs for Commercial and Social Project” joining with Thammasat University Research and Consultancy Institute

REFERENCES : - Deputy Professor Wittawat Rungruangphon, Marketing Department Faculty of Business Administration & Accountancy Thammasat University.

SOCIAL : - 2002 – 2004 Vice President SEC, Sales Executive Club in Marketing Association of Thailand .