

YURAPONG OVATSATIT

42-45 Pinklao-Nakornchaisri Rd. Boromradchonni Soi 39. Talingchun district Bangkok 10170 Email: yo253@nyu.edu

PROFESSIONAL EXPERIENCES

D.L.J. Commercial Co., LTD., Bangkok, Thailand (CHICFORD) *May 2012 - Present*
International Business Development and In-house Data Analytic Director

- Oversee marketing operation, branding implementation, troubleshoot and liaise with overseas agents.
- Monitoring pulses of ASEAN markets through fieldwork visits, trend and consumer research analysis.
- Initiated responsive marketing tactics to build and maintain brand noises: Facebook campaigns initiations, effective traditional trade display campaigns, monthly promotion, online marketing platform campaign adjustments via collected statistics
- Monitoring logistic operations of inbound and outbound goods distributed to foreign trading channels.
- Oversee some 700+ active small and large accounts scattered throughout ASEAN.

D.L.J. Commercial Co., LTD., Bangkok, Thailand (CHICFORD) *September 2008 – May 2012*
Regional Marketing Manager

- Worked alongside leadership crafting and executing marketing plan and strategies.
- Supervised a twelve-member middle management team to ensure marketing objectives and sales quota targets.
- Planned, negotiated, and evaluated modern trade agreement and promotions effectiveness.
- Crafted marketing promotion schemes for each region in upcountry.
- In charge of preparing below-the-line-activities aimed at increasing brand awareness, product trials, and acquiring new customer segments to achieve long-run strategic business objectives.
- Established key new value-added product lines to enhance brand competitiveness and position in underserved market segments.

Siam Health Co., LTD., Bangkok, Thailand *December 2007 – October 2008*
Senior Brand Manager (Dentiste' oral care products)

- Liaised with company owner (CEO) to orchestrate branding experiences, designing marketing schemes that add values.
- Spearheaded “Zero Gravity, Zero Cavity,” a marketing campaign that boosted sales jump and aided brand recall and associations.
- Managed sales representatives of different channels to grow sales and ensure high product visibility.
- Scanned and analyzed FMCG market environment then devised counter plans to preempt and limit competitors' actions.
- Making plans with advertising creative agencies to ensure unity in total brand communication programs to achieve various marketing objectives.
- Planned and monitored marketing budgets to achieve assigned business objectives.

Information Technology Services (ITS), New York, NY, USA *June 2000- May 2002*
Computer Laboratory Administrator Team Leader

- Managed an 11-member team to ensure responsive and effective consulting services to clients.
- In charge of developing various advertising vehicles for ITS.
- Carried out focus groups and small-scale researches to evaluate needs and wants of clients to improve services, which subsequently resulted in 30 % increase in service satisfaction and 40 % service traffic.
- Worked with supervisors to help identify service areas needing further improvements.

Thailand Board of Investment (BOI), New York, NY, USA

May 2001 - July 2001

Investment Intern

- Worked in a four-member team to match foreign businessmen with Thai business community with given requirements.
- Assisted and briefed American business investors about opportunities, options, and timeframe.
- Collaborated with local officers in analyzing economic data and indicators for head office in Bangkok.
- Provided insights to help preparing monthly BOI magazine reports and publications.
- Edited, prepared, and translated bi-weekly executive reports and newsletters.
- Collected and interpreted key American trade statistics for the agency.

Total Access Communications PLC (DTAC), Bangkok, Thailand

May 2000 - July 2000

Part-time Web and Statistics Coordinator

- Ensured the quality control of Website with the graphic design department using Web authoring tools.
- Analyzed weekly collected Web statistics, collaborated with the graphic team to identify online solutions, and reported findings to marketing manager for marketing program leverage.
- Implemented online and offline strategies as assigned by supervisor to ensure consistency of corporate image to target market.

Computing & Information Services (CIS), Stillwater, OK, USA

April 1997 - February 2000

Computing Advisor

- Managed and resolved daily issues regarding software usages that users encountered.
- Worked with the department head to identify service areas needing further improvements.
- Regularly installed upgrades and assembled IT equipments for campus-wide activities.
- Coached new staff on assigned job descriptions and assisted management in day-to-day operation.

SELECTED MARKETING EXPERIENCE ACCOMPLISHMENTS

Brand and Marketing Management

- Identified, planned, and salvaged overseas business operation from an almost guaranteed investment failure to ones that are now relatively successful in emerging markets, in Myanmar and Laos DPR.
 - Myanmar: Solved customers' unwillingness to incorporate with the company by devising reward royalty programs targeted at agent level to encourage CHICFORD goods sold through traditional trade stores across Myanmar
 - Revising mood and tone of communication messages based on exploratory consumer behavior research findings from selected representative Myanmar informants, resulted in more powerful and impactful that accentuate recallability and lasting memories among targeted consumers.
- Proposed and implemented "Zero Gravity, Zero Bacteria," a marketing campaign in arrangement with the US aeronautical agency to strengthen Dentiste Toothpaste's brand positioning as authority of the newly emerging Nighttime Toothpaste category (campaign ended with a 25% sales increase and improved association with night time mouth bacteria fighter).
- Spearheaded a project to develop new product and communication programs for Dentiste' toothpaste variants—*Dentiste Nighttime Sensitive*—in which its three quarters sales surpassed an initial projection by 33 percent and a record of eight percent market share in the sensitive toothpaste category.
- Designed and rebranded a 30-year-old CHICFORD apparel brand, based on marketing research and inputs from a board of directors aimed at harnessing its brand values, and consumer touchpoints.
- Successfully penetrated and sustained company markets in emerging markets-Myanmar and Laos-in light of systematic, unsystematic trade risks along with other legal and cross-cultural challenges

PROFESSIONAL COMMERCIAL RESEARCH PROJECTS

- D.L.J. Commercial Co., Ltd. (CHICFORD)**, Bangkok, Thailand *September 2008-Present*
- Supervising in-house research team to aid uncovering marketing insights. This includes identifying new business opportunities, conducting surveys on various marketing issues.
 - Interpreting qualitative research to discover undefined briefing data collector team in upcountry markets where company market share lags behind.

Ministry of Information and Communication (ICT), Bangkok, Thailand *March 2009—Jan 2010*
Topic: Being commissioned the study on “Harnessing Thailand’s Competitiveness in ICT industry Development.”

EDUCATION

Thammasat University, Bangkok, Thailand
Doctor of Philosophy in Marketing, August 2007
Cumulative GPA: 4.0/4.0

New York University, New York, NY, USA
Masters of Business Administration in Management and Technology, May 2002
Cumulative GPA: 3.8/4.0 (Cum Laude)

Oklahoma State University, Stillwater, OK, USA
Bachelor of Science in Marketing (Minor in Finance), May 2000
Major GPA: 3.8/4.0. Cumulative GPA: 3.4/4.0

Macpherson Secondary School, Circuit Road, Singapore 1992-1996
Macpherson Secondary School

HONORS

- Oklahoma State University Dean’s honor rolls (1997, 1998, 1999)
- Golden Key National Honor Society (2000)

DOCTORAL DISSERTATION

“An Exploratory Study of Core Cultural Values, Ethnicity, Consumption Attitudes, with Consumption Intentions in Bangkok, Thailand” August 2007

- Developed the first Thai Core Values Measurement Scales (VALS) for academic and marketing practitioners.
- First academic publication to conceptualize, measure, and investigate impacts of native core values (free from Western cultural perspectives) on consumption related behaviors stemming from their true ethnic beliefs.

CONFERENCES

Fatalism, Self-efficacy and Consumption: Green Consumption Explorations, presented at the Consumer Life-course Studies Group, November 2019.

Exploring the Influence of Extrinsic Cues on Consumers’ Purchasing Decisions of Thai and Myanmar Consumers in Thailand, presented at the Consumer Life-course Studies Group, November 2018.

PUBLICATIONS

Co-author, "Principles of Marketing, 3rd edition," Kasetsart University, 2010

May 2011

ACADEMIC EXPERIENCE

Full-time Faculty

Kasetsart University, Bangkok, Thailand
Faculty of Business Administration
Marketing Department

October 2008 – May 2010

Part-time & Guest Lecturer

College of Management Mahidol University, Bangkok, Thailand
Part-time Lecturer: International Marketing **Kasetsart University**, Bangkok, Thailand

Year 2018-Present

International Program in Marketing Kasetsart (KUBIM)

Year 2017-Present

Part-time Lecturer: Consumer Behavior course

Kasetsart University, Bangkok, Thailand

Year 2008 – Year 2010

Executive MBA Program (Advanced Program for Senior Thai Executives)

Guest Lecturer: Advanced consumer behavior (Practical Perspective)

Kasetsart University, Bangkok, Thailand

Year 2008-2010

Y-MBA Program (Program for Young Middle-Level Executives)

Guest Lecturer

King Mongkut's University of Technology, Bangkok, Thailand

Year 2009

Guest Lecturer: *Marketing and Consumer Innovation* Course

Ubon Rajathanee University, Ubon Rajathanee, Thailand

Year 2008

Faculty of Management Science

Guest Lecturer Consumer Behavior course

Thammasat University, Bangkok, Thailand

Year 2007

Guest Lecturer: Consumer Behavior: ASEAN and Global Aspects in a Nutshell

ACADEMIC ADVISORY EXPERIENCE

Kasetsart University, Bangkok, Thailand

April 2010 - Present

Faculty of Business Administration

Marketing Curriculum Panel

Mahidol University, Bangkok, Thailand

Year 2023

College of Management Mahidol University

Marketing Department

Master's Degree Curriculum Panel

Kasetsart University, Bangkok, Thailand

October 2008-May 2010

Faculty of Business Administration

Marketing Department

Full-time marketing Lecturer and Academic Advisor (Master's & Bachelor's degree)

Mahidol University, Bangkok, Thailand

July 24, 2008, August 2012

College of Management Mahidol University

Marketing Department

Doctoral Dissertation Committee Member

COMPUTER SKILLS

Analysis of Moment Structures (**AMOS**), Statistical Package for the Social Science (**SPSS**), Microsoft Office Suites (i.e. Words, Excel, Power Point, Access), Adobe Photoshop and Illustrator, HTML 4.0, and Express.

ACTIVITIES

Thai Student Association

Social Chairman: New York University

November 2000 - May 2001

Vice President: Oklahoma State University

September 1999 - May 2000

Social Chairman: Oklahoma State University

January 1999 - May 1999

Treasurer: Oklahoma State University

March 1997 - December 1997

Thailand Marketing Association: Young Marketing Executive Member

May 2003 – June 2005

WORKSHOPS IN THE PH.D PROGRAM

- Conjoint Analysis, Application in Business by Professor Larry Lockshin, the University of South Australia, (October 2005)
- Multivariate Statistical Analysis by Professor Joe Hair, Louisiana State University (July 2005)
- Applied Advanced Structural Equations Modeling by Associate Professor Dr. James Nelson, University of Colorado, Boulder (October 2003)
- Branding in Asia by Dr. Paul Temporal (September 2003)
- Views on Research by Professor George Moschis of Georgia State University (September 2003)
- Game Theory and Bayesian Theory by Dr. Sumas Wongsunopparat, University of Wisconsin (July 2003)
- Applied Regression and Robust Regression by Professor Samprit Chatterjee of the Stern Business School, NYU (March 2003)
- Attitudes Measurement, Advocacy and Loyalty Issues, by Dr. Robert East, Kingston University and Dr. Kathy Hammond, London School of Business (Aug. 2002)
- Partial Least Squares (structural equations), by Dr. Aron O’Cass, Griffith University (Aug. 2002)
- Using Literature in the Thesis by Professor Gus Geurson, University of South Australia (Aug. 2002)
- Advanced Structural Equations Modeling, by Associate Professor Dr. James Nelson, University of Colorado, Boulder (July 2002)
- Issues in Measurement and Questionnaire Development, by Professor Dr. Sak Ongsivit (July 2002)
- Questioning How Marketing is Taught, by Professor Dr. Rod Brodie (July 2002)
- Interpretive Research Techniques in Marketing, by Assoc. Prof. Dr. Krisadarat Ratanasuwan (June 2002)
- Advanced Application of AMOS (Analysis of Moment Structures), Measurement and Structural Equations Modeling, by Associate Professor Dr. James Nelson, University of Colorado, Boulder (May 2002)
- Repeat Buying and Attitudes, by Professor Dr. Byron Sharp, Marketing Science Center, University of South Australia (April 2002)
- Cross Cultural Research, by Professor Joe Cannon, Colorado State University (March 2002)
- Teaching Marketing Effectively, by Dr. Phillip Zerillo, University of Texas at Austin (February 2002)
- Experimental Research Design II, by Amitava Chattopadhyay, L’oreal professor of creativity and product innovation of INSEAD, France. (December 2001)
- Repeat Purchase Behavior –Dirichlet Theory, by Rachel Kennedy, University of South Australia and the London School of Business. (November 2001)
- Experimental Design, by Professor Dr. Durairaj Maheswaran of the Leonard N. Stern School of Business, New York University (September 2001)
- Publishing Seminar (how to get published in top journals), by Professor Rob Widing of University of Melbourne and Professor Jan Heide, Churchill Professor of Marketing, University of Wisconsin (August 2001)
- Regression Analysis by Example, by Professor Samprit Chatterjee, professor of Statistics at the

Leonard N. Stern School of Business, New York University. (August 2001)

- MINITAB, one day workshop conducted by Rujirutana Mandhachitara, returning from Stern, NYU.
- Conjoint Analysis, by Associate Professor Larry Lockshin, University of South Australia (April 2001)

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