

Personal Details

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Birth Date: 26 December 1958
Age: 55 Years
Sex: Male
Nationality: Thai
Language: Thai/English
Availability: 1 week

Education Background

Master Degree: Asian Institute of Technology, Pathumtani, Thailand
(M.Sc. Computer Applications; 1984)
Bachelor Degree: Royal Thai Air Force Academy School, BKK, Thailand
(B.Sc. Management; 1980)
High School: Royal Thai Armed Force Preparatory School, BKK, Thailand
(MS3 equivalent; 1974)

Qualification Summary

Area of Expertise

- Business Management / Strategic Management
- Consulting services to senior management to serve companies at all stages of growth: early stage , rapidly growing and struggling
- Performance Management using Balanced Scorecard and KPI and its derivatives
- Bridge the gap between information technology and business to obtain ultimate IT & business integration

- ICT Management
- IT service operations design, planning, development, and maintenance in accordance with ITIL best practice and other ICT practices as well as industry practice such as eTOM of telecommunication industry
- Custom solutions for improved business performance
- Telecommunication business development & Customer Services Operation

B.Sc. in Management, M.Sc. in Computer Applications

25+ years of IT-related experiences in both state enterprise and business sector,

15+ years in telecommunication industry

Selected Area of Expertise

Strategic Management

- Strategic Planning
- Business Development
- Business Plan & MKT Plan Development
- Performance Management, Balanced Scorecard & KPI
- Telecommunication Business Development
- Due Diligence Investigation
- Feasibility Study
- Business Planning
- Bid Preparation
- Proposal Development

Telecommunication Customer Services & Billing System

- RFP Development
- Proposal Evaluation
- High-level Program Planning & Integration
- Information Systems Planning
- Strategic IT Alignment
- Business Processes Identification
- Information Needs Identification
- Information Systems Evaluation
- Contingency Planning

Information Systems Management

- IT Services / Operations Management
- IT Services / Operation Modeling
- IT Processes Mapping
- SLA & PLA Management
- Enterprise System Management
- ICT Solutions

- Wireless LAN Infrastructure
- Voice Over IP
- Voice Over WLAN
- Video Streaming & Broadcasting
- Business System Solutions

SME Counseling on Invigorating Thai Business project

- MIS System
- Balances Scorecard & KPI
- ISO 9001:2000 readiness preparation
- Strategic Planning
- Marketing Planning
- TQM
- Budget Control
- Fleet Maintenance Management

Others

- Competency management
- Knowledge Management
- E-Learning
- Training & Technology Transfer

Career History

Present

Independent Consultant

1. Factory Management
2. Business Development & Management
3. ICT Management
4. Project Management
5. Foreign Worker Employment & Administration

March 2010 – Present

LPS Business Group Company Limited

Position: Management Consultant

Responsibilities / Accomplishments:

1. Develop business plan
2. Restructuring company organization, business processes and production platform to comply global standards & auditor assessment programs
3. Stream line operational processes.
4. Expand untapped market in other industry segments
5. Consult the overall business activities regarding manpower outsourcing and migrant workers dispatching

March 2010 – Present

KWT Packaging Company Limited

Position: Business Development Consultant

Responsibilities / Accomplishments:

1. Develop market strategy, pricing policy and pricing structure
2. Restructuring company organization, business processes and production platform to comply global standards & auditor assessment programs
3. Help penetrate and engage large accounts
4. Expand untapped market in other industry segments other than cosmetic

March 1, 2008 – February 28, 2010

TTM Industrial Company Limited

Position: Management Consultant (Acting General Manager)

Responsibilities / Accomplishments:

1. Develop business plan
2. Restructuring company organization, business processes and production platform to comply global standards & auditor assessment programs
3. Stream line production processes. Introduced LEAN philosophy
4. Manage to get recover from operation loss
5. Expand untapped market in US, Europe and Mexico
6. Oversee routine business operations

November 1, 2007 – 29 February 2008

Samart Infonet Company Limited

Position: General Manager

Responsibilities / Accomplishments:

1. Develop strategic plan of Internet Service Provider (ISP) and Internet telephony Provider (ITSP) business.
2. Restructuring company organization, business processes and technological platform to support ISP & ITSP businesses
3. Expedite ITSP product development
4. Form alliance and partnership to short-cut market penetration and turn down competition
5. Oversee routine business operations

April 1, 2005 – 30 October 2007

Samart Telcoms (Public) Company Limited

Position: AVP – Business Development

Responsibilities / Accomplishments:

1. Develop new business, for instance, Telecom Interconnect Clearing House Project, Telecom Number Portability Clearing House Project, Tourism IPTV

Project, VoIP project, International MVNO project for instance Hong Kong, Malaysia, and Singapore.

2. Supervise E-education Solution business unit
3. Supervise broadcasting project for Ch11 (NBT)
4. Plan and manage E-learning project for such as Rangsit University and ABAC
5. Conduct technical design of the whole ICT system for the above projects including system architecture, hardware & software specification, and operational process
6. Analyse and evaluate overall business performances of the whole SMART GROUP of companies

May 1, 2003 – March 31, 2005

Freelance / Independent Consultant

Position: ICT Independent Consultant

Responsibilities / Accomplishments:

1. Design and implement VoWIP for Panjapol Fiber Container Co.,Ltd
2. Be an associated consultant to Ministry of Industry (ITB2 project) and conducted 11 diagnostic cases and 5 consulting cases in 16 production factories
3. Be an external advisor to ABAC students for conducting Technology Management related thesis

May 1, 2003 – November 2004

Dinsor Advertising Company Limited

Position: Director: Strategic Planning (Part-time associate)

Responsibilities / Accomplishments:

1. Be a strategic planning consultant
2. Design and implement Digital Gallery and Virtual Exhibition System for APEC Photograph Exhibition
3. Design and oversee virtual Museum project for ICT's Thailand Knowledge Center
4. Oversee other three web-based projects for the Ministry of ICT
5. Design IT infrastructure architecture for 4 clients i.e. National Consultant Council

September 1, 2002 – November 2004

Cellufone Group Company Limited

Position: Director: Strategic Planning (Part-time associate)

Responsibilities / Accomplishments:

1. Be a project consultant for international business development and strategic planning

2. Design a project solution and develop project proposal for Telecommunication Network Services apply to Vietnam government
3. Design a project solution and develop project proposal for Second Tobacco Factory in Chiangmai
4. Design a project solution and develop project proposal for the Integrated Traffic management System using RFID technology

July 1, 2002 – August 31, 2002

Areopa (Thailand) Company Limited (later on spinned off to Asia Alliance Co.,Ltd.)

Position: Executive Vice President (Part-time associate)

Responsibilities / Accomplishments:

- Be a project consultant in IT Management and strategic planning

April 1, 2002 - April 30, 2003

Bluewave Holding Company Limited

Position: Assistant Executive Director

Responsibilities / Accomplishments:

1. Develop Mobile Telecommunication project in Cambodia and Vietnam
2. Initiate other Business Development projects such as Gas Station project, Mobile Handset project

June 2000 – September 2001

Wireless Communication Services / CP Orange Co., Ltd.

Positions:

1. Vice President- IT Operation System Management
2. Head of IT Operation System Management
3. Head of IT Standard & Planning

Responsibilities / Accomplishments:

1. Set up IT directorate start up
2. Perform SWOT analysis
3. Define vision, mission, and strategy of IT Directorate in alignment with
4. Corporate strategy
5. Define Organization structure, job definition, manpower planning and control
4. Recruit core team
5. Define, develop high-level IT architecture, Service Operations framework,
6. operational standards, processes and plans
7. Draft RFP for initial major applications and infrastructure i.e. Office Building, Data Center, Networks, Servers, Communications, Applications and conduct proposals evaluation
8. Design, plan, and implement an initial infrastructure for 600 users using Windows 2000 and Lotus notes in 3 months

9. Design, plan, and implement the business system infrastructure for commercial launch
10. Plan, select and manage IT outsourcing i.e. helpdesk
11. Manage interoperation with partners i.e. HP, EMC, NEC, CISCO, TA/True, Amdocs
12. Manage project plan and delivery
13. Define, develop and implement SLA and OLA
14. Oversee, manage, monitor and improve overall day-to-day operation

November 1999 – May 2000

Thai Interactive Tele vision Co., Ltd.

Position: General Manager

Responsibilities / Accomplishments:

1. Set up company start up
2. Handle legal issues
3. Perform competitive analysis
4. Define vision, mission, and strategy
5. Define, develop high-level operational process

March 1999 - August 1999

Goodyear (Thailand) Co., Ltd.

Position: Air Craft Tire-Sales Manager/Asia pacific region

Responsibilities / Accomplishments:

1. Maintain customer relationship in 11 countries within the region
2. Design, develop an interim computerized service management system to get better turn-around time
3. Establish a long-term agreement with major airlines in India, Pakistan and Vietnam
4. Collect 80% of long-aging debts
5. Represent Aircraft Tire Department in corporate-wide SAP project

1994 - 1999

TelecomAsia Co., Ltd. (and its affiliated companies in the group)

Position:

1. Marketing Audit Senior Manager
2. Marketing Intelligence System Senior Manager
3. Seconded to Telecom Holding Co., Ltd. - International Business Development Senior Manager
4. Transferred to Mobile Asia Co., Ltd. – IT and Customer Service System Senior Manager

5. Transferred to Cambodia Mobile Telephone Co., Ltd. - Deputy Managing Director

Responsibilities / Accomplishments:

1. Audit marketing campaign
2. Design, manage marketing Data Warehouse pilot project
3. Perform competitor's analysis using marketing data warehouse
4. Develop bidding document for Telecommunication License bidding project for India, Nepal, Cambodia, Vietnam, Taiwan, China, and Thailand
5. In charge Customer Service and IT area of each project
6. Perform the following activities to get 20% financial performance picked up: Restructure and re-engineer the company and business processes; initiate new voice mail system service; re-design pricing policy; implement new arrear treatment procedure; implement cost control; initiate customer relation campaign etc.
7. Renew and revise the existing license to get better terms

1994 - 1994

Digital Press Co., Ltd.

Position: Deputy Managing Director

Responsibilities / Accomplishments:

1. Set up company start up
2. Develop operational procedure
3. Program, run and maintain high speed laser printing system
4. Perform sales function and win 2 projects

1992 - 1994

TelecomAsia Co., Ltd.

Position:

1. Billing Center Manager
2. Acting Customer Service & Support Senior Manager

Responsibilities / Accomplishments:

1. Maintain Bill Printing System
2. Design, develop, and manage billing center operational activities including rate table maintenance, CDR collection, rating, printing, enveloping, dispatching and QA
3. Re-design, develop additional operational procedure for Customer Service & Support Department including Bill payment collection, Arrear Treatment, and Customer Complaint Handling

1990 - 1992

Micronetic Co., Ltd.

Position:

1. Sales Manager
2. Special Project Manager

Responsibilities / Accomplishments:

1. Establish long-term agreement with Samrong Hospital Group in providing of high-end server
2. Establish first set of Unix server of "Digital Equipment" brand in Thai Farmers Bank
3. Manage Automated Administrative System development, a turn-key project, at PTT
4. Manage Asset Custodian Indexing system project at Thai Farmers Bank

1989 – 1990

RTAF-Directorate of Logistics/Budget Planning Section

Position: Deputy Section Head

Responsibilities / Accomplishments:

1. Design budget project plan management system
2. Sit in RTAF Logistics' budget board

1980 – 1988

RTAF-Office of Comptroller/Data Processing Section

Position:

1. System Analyst
2. System Analyst and Programmer
3. Deputy Section Head

Responsibilities / Accomplishments:

1. Design, code, and maintain RTAF budget management system
2. Design, code, and maintain RTAF payroll budgeting system
3. Design, code, and maintain Payroll system for RTAF's Head Quarter
4. Design, code, and maintain RTAF's Office of Comptroller personnel management system
5. Sit in RTAF computer steering committee Represent RTAF in the Thai Armed Force computer steering committee
6. Be an IT lecturer in various RTAF courses