

## **Setsiri Settaphakorn, PMP**

291/3-4 Krungthonburi Road, Klongtonsai, Klongsan, Bangkok 10600

Home: +66 (2) 861-0803-5, Mobile: +66 (81)901-7194

setsiri@gmail.com

### **Executive Summary**

- A Certified Project Management Professional (PMP) from Project Management Institution (PMI) which is the Global Project Management Standard.
- A successful and talented Senior Project Manager with intensive IT (software and network) and Business (Banking products) project management experience.
- Proven Leadership skill in managing, developing, and motivating staffs to achieve their objectives.
- Good experience in managing high profile projects involving many development sites from different time zones.
- Ability to manage cross functional team of network, hardware, and software developers and testers as well as business and product management spaces.
- Superior ability to conceptualize network design, architectural technology, and software functionality and constraints and communicate to both technical and non-technical people.
- Ability to build up rapport easily with clients and all levels of management.
- First-class communication, analytical, and problem solving skills and ability to lead and manage effective team.

### **Education**

1997–1999	Utah State University Master degree of Science in Information System and Education.	Utah, USA
1991–1994	Thammasat University Bachelor's degree in Business Administration Major in Marketing	Bangkok, TH
1979–1991	St. Joseph Convent School Certificate in Science and Mathematic	Bangkok, TH

### **Skills**

<b>Computer</b>	SQL, HTML, JavaScript, VBScript, MS Visual Basic 6.0, Win XP/2000/2003 server, Cold Fusion, Macromedia Dreamweaver, TeamSite (Content Management System), MS Project 2003, MS Visio 2003, MS Office 2003.
<b>Language</b>	Excellent English in reading, writing, listening, and speaking.

### **Translation Experience**

- <http://www.4minds.co.th> (2003)
- Some pages in Nokia N-GAGE series (2004)
- Mobile Application localization (2014)
- Thai to English Transcription/Subtitle for an Thai Farmers' interview (Northern Dialect) (2016)
- US Election (2016)
- Medical Invoices for Health Insurance (2016)
- Death Certificates (2016)
- Acknowledged letter for Travel Insurance (2016)
- Krungsri Ayudhya Banking Procedure - Lao branch (2016)
- Trimas Global Competition (2016)
- Jamie Oliver knives (2016)
- NanoFixIt (2016)
- NVIDIA (2016)
- Sunbrella Contract Fabrics

### **Subtitle and Transcription Experience**

- Research on How to plant and make tea. - Ripple Edge Media

### **Professional Experience**

**BridgeAsia.**  
Bangkok, TH

Jan 2015-Present

#### **TrueID Team - Ascend**

Jan 2015 - Present

**Product Owner / Program Manager / Agile Coach / Consultant**

#### **Achievement**

- Ability to coach Business owner, Product owner, and Project managers in order to successfully solving their problems and managing their people.
- Ability to solve a conflict between Business owner and development team, and help lead development team through improvement.
- Well manage multiple internal and external projects for TrueID product in which Agile methodology is adopted.
- Excellent in communication and managing complex issues with other products.

**Responsibility**

- Initiate and maintain roadmap as agreed by all stakeholders, project sponsors, and related parties.
- Function as a primary point of contact, Product Owner, and Scrum Master for software development.
- Create, review, and maintain Product Backlogs and delegate stories in each sprint for development.
- Manage overall execution of projects and monitoring progress using Agile methodology.
- Respond to feedbacks raised in Sprint Retrospective with proper actions and ensure they are tracked and updated.
- Coordinate among stakeholders, project sponsors, senior managements, and development teams to gain necessary collaboration and even negotiate when necessary.
- Be a main point of contact regarding project related.
- Ensure that the appropriate Agile processes are carried out throughout the Sprint/project and help introduce additional Agile processes as necessary to help team transform into Agile.
- Facilitate communications, processes, and co-ordinations within and between groups.

**Central FamilyMart - Central Food Retail (FMCG).**  
Bangkok, TH

Jun 2014-Jan 2015

Jun 2014-Jan 2015

**Business Transformation team****General Manager / Senior Project Manager****Achievement**

- Well manage multiple projects for Central FamilyMart such as CenPay and internal Call Center, as well as Oracle Retail which is a high profile projects (270 Million Baht).
- Successfully carry out the vendor selection process and manage selected vendor.
- Become a point of contact for IT and Business projects Central FamilyMart.
- Excellent in managing and communicating cross business unit functions and projects.

**Responsibility**

- Initiate and maintain requirements for each project as agreed by all stakeholders, project sponsors, and related parties.
- Function as a primary project manager for IT and Business projects for Central FamilyMart.
- Review and maintain project plan and status in each project and across projects, especially ones involving with vendors.
- Manage overall execution of projects by monitoring progress relative to plans (requirements, timelines, and budgets) and taking corrective action as needed; prepare status reports for management.
- Coordinate among stakeholders, project sponsors, senior managements, and development teams to gain necessary collaboration and even negotiate when necessary.
- Be a main point of contact regarding project related.
- Manage vendors, carry out vendor selection process, and interface with vendor for both network and software projects.
- Facilitate communications, processes, and co-ordinations within and between groups.

**Reuters Software Thailand Limited**  
Bangkok, TH

Oct 2003-Present

**Product Delivery Manager / Senior Project Manager**

Jun 2004- Present

**Achievement**

- Well manage in-house developed treasury product called Dealing 3000 which is a worldwide product generating 2/3 of the company Revenue or approximately USD 160+ billion per annum.
- Ability to manage teams of 60+ developers and testers and well handle multiple software development and network configuration projects.
- Excellent in communication and work with cross-country development and remote teams.
- Lead teams from working under conflicts through achievement.

**Responsibility**

- Initiate and maintain roadmap as agreed by all stakeholders, project sponsors, and related parties.
- Function as a primary manager for software development and network configuration projects
- Review and maintain project plan and status in each project and across projects with technical staffs, architects, product managers, program manager, and sometimes senior management.
- Manage overall execution of projects by monitoring progress relative to plans (requirements, timelines, and budgets) and taking corrective action as needed; prepare status reports for management.
- Manage a team of people through resource retention, development, career management and team building.
- Coordinates team efforts in business analysis, requirements gathering and documentation, scenario building and cost estimation, project planning, issue, change management, and status reporting.
- Create, maintain, tracking, and control budget which is reviewed and approved from time to time by senior management.
- Coordinate among stakeholders, project sponsors, senior managements, and development teams to gain necessary collaboration and even negotiate when necessary.
- Be a main point of contact regarding project related.
- Interface with vendors for hardware and software required.
- Ensure that the agreed and appropriate amounts of project processes are carried out throughout the project, especially change control process.
- Facilitate communications, processes, and co-ordinations within and between groups.

**Product Delivery Manager / Senior Project Manager**

Dec 2003-Jun2004

**Achievement**

- Enhance good working relationship with cross-country and cross-functional teams.
- Well manage teams of 10 developers, testers, and support engineers.
- Well handle internal conflicts among internal teams.

**Responsibility**

- Manage projects for equity product called Webview which is in-house developed from Bangkok development sites.
- Fulfill business requirements and drive business forward.
- Review and maintain project plan and tracking milestones in each project and across projects.
- Review and track risks/issues and alert all stakeholders, project sponsors, and related parties promptly.
- Discuss any mitigation and contingency for all possible risks and issues with all related parties and stakeholders.
- Coordinates team efforts in business analysis, requirements gathering and documentation, scenario building and cost estimation, project planning, issue, change management, and status reporting.
- Act as the buffer between stakeholders/project sponsors/related parties and development team. (Negotiate when necessary)
- Be a primary point of contact on all project related statuses, issues, support issues, etc.
- Ensure that the project requirements are agreed, published, and maintained.
- Responsible for the change control taken place as required.
- Facilitate communications, processes, and co-ordinations within groups.
- Recommend and communicate any possible solution to any severe support issues, especially severity 1 and 2.

**Product Delivery Manager / Senior Project Manager**

Oct 2003 – Jun  
2004

**Responsibility**

- Manage bug fix and maintenance projects called RTS-AD (Reuters – Automated Dealing) for treasury products which is in-house developed from Bangkok development site.
- Facilitate and communicate project plans, risks, issues, statuses, and milestones to all related parties.
- Discuss the mitigation and contingency for all possible risks and issues with all related parties and stakeholders.
- Collaborate and negotiate with senior managements, stakeholders, project sponsors, development teams and related parties.
- Be a primary point of contact on all project related statuses, issues, support issues, etc.
- Ensure that the project requirements are agreed, published, and maintained.
- Ensure that the agreed and appropriate amounts of project processes are carried out throughout the project, especially change control process.
- Recommend and communicate any possible solution to any severe support issues, especially severity 1 and 2.

**HongKong and Shanghai Banking Corp.**  
Bangkok, TH

Feb 2001- Aug  
2003

**Project Leader/Co-ordinator**

Jun 2002-Aug 2003

**Achievement**

- Co-ordinate with the oversea implementation team to successfully launch Personal Internet Banking and website for HSBC for the first time.
- Co-ordinate and manage a contractor for producing web components and contents.

**Responsibility**

- Co-ordinate with other related department to gather requirements and successfully implement Personal Internet Banking (PIB) system.
- Collaborate with oversea implementation team to successfully implement PIB.
- Co-ordinate with Project manager to acquire project plan and raise problems and issues.
- Co-ordinate with advertising agency to promote PIB for internal and external clients.
- Provide and troubleshoot workaround for PIB
- Train PIB users.

**Technical / Business Implementation Supervisor**

Feb 2001–Jun 2002

- Implement and support Cash Management systems.
- Provide technical consultancy for all major bank clients regarding Cash Management system.
- Train and provide step-by-step training materials for all major bank clients regarding Cash Management system.
- Negotiate and discuss with outsource application development companies.
- Negotiate with outsource cheque distributor for Cash Management system.

**MEGATECH Inc.**

Feb 1999–Jul 2001

Utah, USA

<http://www.megatechinc.com>

**Project Leader****Achievement**

- Successfully Implement commercial of the shelf product called DocsOpen with Microsoft SQL Server 7.0 for Defense Logistic Agency (DLA) within deadline.
- Successfully implement 2 out of 3 phase project for DLA.
- Well handle senior staff issue

**Responsibility**

- Create and maintain company's website.
- Maintain and modify Secretary of defense's website, Department of Defense, USA.
- Lead the team of 1 staff and manage Knowledge Management Project for Defense Logistics Agency (DLA), Department of Defense, USA.
- Interface with clients at DLA for requirement gathering, problems, issues, and supports required.
- Implement and support Knowledge Management Project for DLA.
- Provide technical consultancy for Knowledge Management System interfacing with MS SQL Server 7.0

## **Training**

- Managing Project from Project management Institution
- Risk Management from Project management Institution
- Leading remote and virtual teams
- Dealing 3000 Forwards Matching for Customer Support/Sales
- Dealing 3000 Spot Matching for Customer Support & Sales
- Dealing 3000 Direct for Customer Support & Sales Specialists

## **Content Writing Experience**

- <http://www.4minds.co.th> (2015)
- <https://www.facebook.com/4mindsCo/> (2015)
- <http://4minds.servehttp.com/qimin/index.php/blog/> (2015)