

MR. WEERA CHIARANAIPANIT
299/45 VISTAPARK-VIPAWADEE1 VIPAWADEE RD.
TARADBANGKAN LAKSI, BANGKOK 10210
Mob. 08-20044420

PERSONAL INFORMATION:

Sex: Male **Age:** 48

Marital Status: Married

Nationality: Thai **Country of**

Residence: Thailand



Professional Qualification: Social Marketing, Business development, Integrated Marketing Communication (Tradition media and New Media), serviced minded and good interpersonal skills, self-motivated, training.

EDUCATION:

Master of Business Administration (MBA),
Khonkaen University, Thailand
Bachelor of Business Computer (BA),
Rangsit University, Thailand

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WORK HISTORY AND EXPERIENCE

05/2006-01/2019 **Vice President**
Head of Segment
Kasikorn Bank Public Company; Banking industry

(15 years)

The Head of Segment is responsible for developing and executing strategies to engage SME business owners and modern entrepreneurs who are driving their businesses with digital innovation. This role will focus on creating and nurturing digital business partnerships to strengthen the bank's offerings. Additionally, the Head of Segment will manage the Knowledge Center, an incubator designed to cultivate and support entrepreneurs in their digital transformation journey.

Key responsibilities include:

- Crafting customer outreach strategies for SME and digital-driven entrepreneurs.
- Building alliances with key digital players to enhance the bank's digital ecosystem.
- Leading the Knowledge Center to foster the growth and digital capabilities of emerging business leaders.

Vice President
Head of SME Network Marketing & Partnership development
Kasikorn Bank Public Company; Banking industry
(10 years 5 months)

Manage overall Local marketing for SME Customer (Advertising , PR ,Event marketing , Partnership)

- Develop business opportunities with local business partners. Thai Chamber of Commerce. The Federation of Thai Industries.
- Create Local marketing campaign
- Develop local media

Assistant Vice President
Senior Partnership development specialist
Kasikorn Bank Public Company; Banking industry
(6 years 5 months)

SME Customer Relationship Management Department No.1 market leader in enterprise customers.Strategy of maintaining a relationship with the Bank's SME customers to createstrategic business alliances. With government agencies, trade associations and private companies. Seek Business opportunity And Business benefit to SME customer

- Develop business opportunities with business partners. (Microsoft ,Google, AIS, Lenovo ,OSMED,DBD,DIP,TMA, Thai Chamber of Commerce. The Federation of Thai Industries.
- Develop Local Partner Manager project

Unit Manager
Senior Integrate Marketing Communication specialist
Kasikorn Bank Public Company; Banking industry
June 2008 – June 2010 (2 years 1 month) Bangkok

The strategies and management plans, integrated marketing communications.Access to SME entrepreneurs through various media including print media, radio and television media buying and advertising budget to achieve maximum benefit from

Advertising and Public Relation.

- Build relationships with the media. To increase your chances of Promotion Tie-in, Branded content in media SMEตีแตก ,SME ติดปีก , SME THAILAND, MANAGER etc.
- Co-creation Communication with Partnership (OSMED,ISMED,)

Awards and honors.

Campaign “เร็ว ขาว เขอะ”

- Cannes Silver Lion, Adman Awards (Gold, Silver, Bronze)
- AdFest (Silver) from K-SME credit campaign, 2009

รายการ SMEตีแตก

- รางวัล “เกมโชว์ยอดเยี่ยม” รางวัลนาคราช
- รางวัล Bronze Award MAT Award #4 สมาคมการตลาดแห่งประเทศไทย

Unit Manager

Business strategy specialist KBank SME

Kasikorn Bank Public Company; Banking industry

May 2006 – May 2008 (2 years 1 month) Bangkok

Marketing in the SME Division at KBank responsible for managing integrated marketing communication activities including advertising, PR, event etc.-

- KSME Brand development
- Strategic planning for build KSME Brand
- Develop "KSME CARE" project CSR Campaign ,

Awards and honors

- The best marketing campaign of the year from Marketeer magazine.

02/2005 – 04/2006 Social Marketing (Marketing/PR)

National Institute for Brain-based Learning

Type of business: Social Movement ,Public organization

Responsibilities:

- Product development (โครงการถุงรับขวัญ,การพัฒนาเด็กตามฐานสมอง, โรงเรียนต้นแบบ)
- Strategic PR / Lobbyist / Social movement
- CO-Branding & Strategic partnership development

- 01/2003 – 01/2005** **Category Manager (Buyer)**
B2S Co.,Ltd.
- Type of business:* Retail Business
- Responsibilities:*
- Selecting and sourcing stationary product.
 - Merchandising products.
 - Managing display space, managing stationary stocks.
 - Implement marketing plans for stationary categories (ie. Product launching).
 - Strategic planning, marketing, category and product analysis and competitive analysis for the categories.
- 10/2003-02/2004** **Special instructor** (Sat.-Sun.)
Rajabhat Institute Ler-ei
- Subject:* Strategic Management
- 03/2001-12/2002** **Senior Marketing Officer**, e-commerce Department
CP Seven Eleven public Co., Ltd.
- Type of business:* Retail Business
- Portfolios:* Convenience Stores
- Responsibilities:*
- Develop and implement promotion and advertising for new business (e-commerce).
 - Customer Relationship management (Member, Direct mail, Reward program).
- 12/1997-12/1998** **Assistant Sale Manager**,
Beenity International Co., Ltd.
- Type of business:* Manufacturer and Direct sale.
- Portfolios:* Royal jelly, Bee pollen, Honey.
- Responsibilities:*
- Preparing marketing plan and marketing Budget to achieve the company objective.
 - Manage sale team.
 - Training and motivate independent distributor.

REFERENCES:

Full references will be provided upon request.