



LOXLEY PUBLIC COMPANY LIMITED

22 February, 2024

Dear Khun Severin,

I would like to express my strong interest to continue in the position of counsellor at the board of counsellors of the Franco-Thai Chamber of Commerce. For the past 4 years as a FTTC counsellor and over the past 6 years with my contribution and cooperation with the Chamber's activities and work, I am very impressed by the dynamic support and contribution that facilitate our members in building strong business networks among Thai and French Business.

As the mission of the Chamber is to serve the needs of its members and to promote bilateral trade between France and Thailand, I, personally, feel confident that being part of the Board of Counsellors of Chamber gives me the opportunity in utilizing my experiences to fulfill the mission of the Chamber.

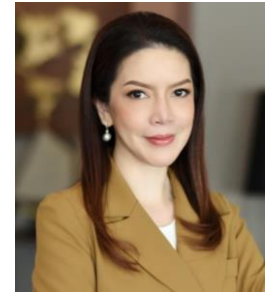
With over 24 years in Thai market, government clients and state enterprises, it enables me the capability to create opportunities for bilateral cooperation between Thai and French. The engagement with the Chamber as a counsellor will allow me to create new business opportunities and enhance the business reputation of French companies to Thai market. Moreover, it offers me the chance to contribute my experience in further development to the Chamber and its member.

I am looking forward to continue supporting the Franco-Thai Chamber of Commerce and the community and truly appreciate taking my application into consideration.

Sincerely,

Kitima Kittikachorn
Senior Vice President
Office of the President
Loxley Public Company Limited

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PERSONAL SKILLS & STRENGTH

- **Deep understanding of Thai market, government clients and state enterprises**
- **Ability to create opportunities and lead for large complex solutions**
- **Ability to enhance organization reputation, build brand awareness and unique value proposition to Thai market**
- **Locate and propose potential business deals by contacting potential partners; discovering and exploring opportunity**
- **Close new business deal “The project for information sharing between government agencies those oversees the water resources management and geo-informatics” for HAI under Ministry of Science and Technology.**

PROFESSIONAL EXPERIENCE

Loxley Public Company Limited
Senior Vice President, Business Development

2023- Present

- Develop business development and opportunities for Loxley
- Build strong relationship with key clients and partners

The Federation of Thai Industries
Member of the European Council

2022- Present

- Provide advice, information, recommendations and setting trade and investment strategies to expand economic relations between Thailand and countries in the European region.
- Representatives of the Thai Chamber of Commerce in attending meetings and organizing activities with the government sector, private sector and organizations both domestic and international
- Representatives of the Thai Chamber of Commerce in welcoming government representatives, trade representatives, and trader from Thailand in the European region.

Thai Chamber of Commerce
Member of the European Council

2021- Present

- Provide advice, information, recommendations and setting trade and investment strategies to expand economic relations between Thailand and countries in the European region.
- Representatives of the Thai Chamber of Commerce in attending meetings and organizing activities with the government sector, private sector and organizations both domestic and international
- Representatives of the Thai Chamber of Commerce in welcoming government representatives, trade representatives, and trader from Thailand in the European region.

**The Franco-Thai Chamber of Commerce
Counsellor**

2020- Present

- Provide advice, information, recommendations and setting trade and investment strategies to expand economic relations between Thailand and countries in the European region
- Representatives of the Thai Chamber of Commerce in attending meetings and organizing activities with the government sector, private sector and organizations both domestic and international
- Representatives of the Thai Chamber of Commerce in welcoming government representatives, trade representatives, and trader from Thailand in the European region

**Loxley Public Company Limited
Business Development Vice President**

2017-2023

- Develop business development and opportunities for Loxley
- Build strong relationship with key clients and partners

**Loxley Public Company Limited
Counsellor**

2016-2017

- Develop business development and opportunities for Loxley
- Lead Smart Farming projects with Ministry of Agriculture and Cooperatives
- Lead Smart City for all Loxley Solutions
- Build strong relationship with key clients and partners

**Citibank, Thailand
Vice President, Business Partnership for Card Business**

2015-2016

- Build strong relationship with key partners-Big C, Paragon, Em Quartier, Thai Airways
- Lead Contact Less Card project

**AGT International Co. Ltd.,
Sales Director, Thailand**

2011-2015

- Build strong pipelines in Thailand value of 160 mil USD
- Deliver the sales revenue of water resource management consultancy project in Thailand value of 500,000 USD
- Successfully expand strong funnel in water resource management in Thailand
- Identify key partners and secondary partners in Thailand
- Identify primary account and secondary account

**IBM Thailand Co. Ltd.,
Global Process Services (GPS) Analytics Leader
Senior Sales Specialist-GPS Analytics**

2009-2011

- Build Strong Analytics pipelines in Thailand
- Achieve acquisition and signing business case
- Develop account planning for 10 Top accounts
- Integrate into sales cadence of Daksh/MBPS-GMU in current MBPS Analytics Market of Presence (India, Indonesia, Thailand, Malaysia, Singapore and ME)
- Execute Sales Cadence and track process to provide visibility of pipeline and effective pipeline progression
- Integrate with IBM sales engine-Deploy IBM opportunity management to support analytics BU sales function

**Redpill Solutions (Thailand) Co. Ltd.,
Country Manager, Thailand
Business Development Manager**

2008-2009

- Successful expand Redpill business and strong fennel in Banking and Telecommunication Industry in Thailand
- Deliver sales revenue of SGD 1.2 Million since joining Redpill Solutions
- Manage key clients in Thailand-DTAC, Siam Commercial Bank, Kasikorn Bank, Bank of Ayudha, Thai Military Bank
- Build strong brand and product awareness for Redpill Thailand
- Set up Redpill Thailand office
- Manage and operate Redpill Thailand (Finance, HR, Administration)

**Redpill Solutions PTE LTD., Singapore
Business Development Manager**

2006-2008

- Build strong pipelines and achieve company target revenue with profitable growth
- Develop and manage relationship with key clients in banking and telecommunication industry
- Build strong brand and product awareness for Redpill in Thailand
- Manage risk in business (project consulting, concentration of clients) by diversifying client base & shifting to a mix of consulting, solutions & managed services

**GE Capital (Thailand) Co. Ltd.,
Senior Manager Master Black Belt (MBB)
Quality Lean Six Sigma**

2005-2006

- Coach project leaders to lead cross functional projects by applying project management and Lean Six Sigma Methodology
- Being Thailand Net Promoter Score Leader to drive customer loyalty and customer satisfaction for all GE products
- Being Project Management Leader for Thailand Project Management Office
- Conduct quality training for GE supervisors, managers, senior managers and directors to understand and apply Lean Six Sigma to daily works
- Lead key business initiative assigned by Business Quality Council
- Speak the language of management (time, cost, etc) and help team focus on improvements with high business impact

**Standard Chartered bank Bangkok, Thailand
Product Development Manager, Auto Business
Marketing Manager**

2002-2005

- Develop Auto Refinance Product Program and launched in April 2002
- Develop Campaign Recommendation Document/Marketing proposals
- Discuss and provide value information in order to assist sales/product management
- Analyze and propose the best alternative execution plan to maximize campaign responses according to campaign brief from sales/product management
- Develop execution plan and brief for discussion with all suppliers (i.e. advertising agency, graphic designs, premium suppliers etc) in order to deliver the best quality of work
- Select and recommend the most efficient supplier for each campaign
- Ensure cost of campaign is efficiently controlled within budget
- Cooperate with branding manager to ensure compliance with group branding
- Monitor and implement marketing communication and campaign execution
- Manage and coach direct sales team to deliver assign marketing program

**GE Capital (Thailand) Co. Ltd.,
Quality Black Belt Six Sigma**

2000-2001

- Lead cross functional team and provide strong project management skill
- Accountable for project progress and team result
- Advise team and business apply quality tool to achieve desired results
- Build strong quality awareness throughout the organization
- Train and coach other employees the use of quality tools and process improvement methodology
- Lead key business initiatives assigned by Business Quality Council
- Being a member of VOC committee to drive VOC initiatives

**Suan Thip Co. Ltd.,
Finance and Accounting Manager**

1998-2000

- Managing and controlling finance and budget
- Accountable for cash management
- Dealing and negotiating with suppliers
- Extensively engaged in the planning of marketing promotional campaign

**The Aromatics (Thailand) Public Company Limited
Finance & Budget Analyst**

1996-1998

- Planning and controlling capital and operating budget THB 10,000 Million
- Accountable for projecting and analyzing cash flow
- Successfully implemented SAP financial module for finance project
- Being a coordinator between financial institution and the company

**Bangkok Airways Co. Ltd.,
Flight Attendant**

1992-1993

- Provide world class service to airline passengers

EDUCATION & TRAINING

2022	University of the Thai Chamber of Commerce (6 JAN 2022 - 11 AUG 2022) TEPCOT 14, Top Executive Program in Commerce and Trade
2019-2020	King Prajadhipok's Institute (4 OCT 2019-31 JUL 2020) PRM 19, Advanced Certificate Course in Public Administration and Law for Executives
2018	Navamindradhiraj University (22 JUN 2018-16 NOV 2018) Mahanakorn 6, Senior Executive Course in Metropolis Development Management
2010	IBM Thailand, Bangkok, Thailand Global Sales School (GSS) in Singapore
2002	Standard Chartered (Bank), Bangkok Thailand 5C Training, Super Performance Program, Ideal Process Improvement, Effective Meeting
2000-2001	GE Capital (Thailand) Company Limited, Bangkok Thailand DMAIC I,II,III Six Sigma Quality Training, Change Acceleration Process, DFSS (Design For Six Sigma), E-Business Awareness, Presentation and Leadership Skill, Vision Plus+
1994-1996	Seattle Pacific University, Washington, USA Master of Business Administration (MBA), Major in General Management
1989-1993	Mahidol University, Bangkok, Thailand International Students Degree Program-Bachelor of Arts
1982-1988	Wattana Wittaya Academy, Bangkok, Thailand Associate Degree in Science