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Ronnapong Kamnuanthip

Top-level management with successful track records in Global Market Expansion, Business Development, Marketing & Promotion, Digital Content Management, Public Policy & Law Development.

Ron is also active in Digital, Social Media, Innovative Technologies, Sustainable Development, Sports, and Outdoor activities.

Career Highlights

August 2017 – Present

BEC World (Public) Co.Ltd. – A diversified entertainment & media company with top TV stations Channel 3 (33HD), 3SD, & 3Family, radio broadcasting, news media, content creation, production, music, events, and other promotional activities.

Chief Commercial Officer

Head new Business Development strategies & initiatives, Global Content Distribution, Business Partnership, Digital Strategies, Channel3 Store, Merchandise Licensing, and other related businesses with outstanding business expansion track records.

September 2007 – August 2017

Universal Music (Thailand) Ltd.

Managing Director

- Turned around music business, delivering significant revenue and profit growth vs declining market trends:
 - Remodeled Physical and Digital Business, and increase significant revenue shares for digital.
 - Developed B2B partnership model, ie. Strategic Marketing Partnership programs with new business partners in various industries, ie. Telecommunication, Banking, Retail, Real Estate, FMCG.
 - Created new business opportunities, ie. Music Event, Sponsorship, TV business, and Merchandise sales.
- Gain strong leadership position in International Music with strong market share for physical and digital products. Dominate Radio and TV airplay, retail and digital charts.
- Drive Digital Marketing initiatives, ie. Viral Marketing, e-CRM, Social Network, and e-commerce platforms.
- **Chairman of Thai Entertainment Content Association - TECA (IFPI Thailand), and Phonorights Company Limited.** (Total business size US\$30.0Mil). Work closely with Ministry of Commerce, Ministry of ICT, US and EU trade representatives, World Intellectual Property Organization, for Digital Economy roadmap, and Anti-Piracy efforts. Also work with Electronic Transaction Development Agency (ETDA) for Thailand Digital Economy Initiatives.
- **Co-Chairman of MPC (Music Licensing Company)**, a joint music licensing company for Public Performance. Drive market

expansion through major reorganization, business partnership, new digital music streaming platform

- Developed Universal Music Business in Indo-China (Vietnam, Cambodia, and Laos).

2000 – 2007

PPW - Promotional Partners Worldwide (Thailand) Ltd.

Managing Director

Started up and Established PPW business in Thailand, making PPW a highly-regarded Marketing, Promotion, and Licensing Agency in the region with over US\$ 3 million of annual turn-over.

Providing 360-degree Marketing services, ranging from Strategic Planning, Concept Development, Innovation, Licensing Management, Project Management, Distributions & Logistics, Execution, and Evaluation

Clients included Telecommunication, FMCG, Retails, Banking, Electronics, ie. DTAC, AIS, True, Nestle', Coca-Cola, Pepsi, KFC, Unilever, Gillette, AB Foods, 7-Eleven, Makro, B2S, Tower records, SCB, etc.

PPW advantages included strong Licensing & Entertainment Marketing ranging from Movies, Music, and Sports, Exclusive Marketing Tools, Global Brain Bank, Interactive Marketing tools & Digital contents.

Exclusive licensing agency for FIFA World Cup™, Star Wars™, Spider-Man 3™ etc.

1996 – mid 2000

Pepsi-Cola International

Bangkok

Marketing Manager / Franchise Manager

Outstanding business results in terms of brand performance including Brand Preferences & Loyalty, Market Share, Sales, Distribution, and Customers' satisfaction

Successful Business Plan, Sales & Marketing Development programs for the opening of Southern operations in 1998

Effective Integrated Marketing Communication, Advertising, Channel-specific Promotions, and other below-the-line activities based on Music, Sports, & Movie Marketing platforms

Partnership with global customers, ie. Makro, Carrefour, Tesco, Tops, Tricon, 7-Eleven, etc.

1993 – mid 1996

Unilever (Thai) Holdings

Bangkok

Brand Manager

Successfully marketed the company's flagship brand portfolio, SunSilk hair care, ranging from concept and product development, brand activation, consumer and trade marketing with 400 million baht of marketing & promotion budget per annum.

Reversing the market share trend, securing a dominant market leadership position for SunSilk.

Series of brand development projects and breakthrough re-launch activities in 1996

SunSilk team leader for the Southeast Asia Regional innovation center

1995 **Nippon Lever B.V.** **Tokyo, Japan**
Brand Development Manager
(Unilever Management Swap Program)
Brand development, successfully launched Lux facial range for the 1st time in the Japanese market

1989 - 1991 **Asian Institute of Technology** **Bangkok**
Research Assistant
Design and implementation of database management system for the Budget Bureau of Thailand

Education

1991 – 1993 **Sasin Graduate Institute** **Bangkok**
Master of Business Administration, major in Marketing and Finance
Vice President of the class committee

1991 **J.L. Kellogg School of Management** **IL, USA**
Northwestern University
(Student exchange program)
Course works include Strategic Decisions Making, and Quantitative Marketing Models

1985 – 1989 **Chulalongkorn University** **Bangkok**
Bachelor Degree of Computer Engineering
Class committee

Professional Training

- **TIJ Workshop For Emerging Leaders on The Rule of Law & Policy in Collaboration with Harvard Law School (The Institute for Global Law and Policy)**, Jan 2017
- **TIJ Executive Program on the Rule of Law and Development (RoLD)**, Feb – June 2017
- **Bhumi Palang Pandin**, Training Program for Top Executive by Chulalongkorn University, Bangkok 2014
- Universal Music Leadership Conference, UK 2008, USA 2014
- Effective Personal Productivity course, 2000
- Total System Economics, Hong Kong, 1999
- Pepsi Franchise University, USA, UK, 1998
- Tricon Marketing University, USA, 1997
- Negotiation workshops, 1996
- Leadership workshops, 1995
- Marketing & Advertising Courses, 1994
- Business Principle Courses, 1993
- Others: ie. Licensing, Creative Designs, Sales, Marketing, Pricing, Customer Development, & Management Workshops.

Personal Information

Age: 50 years old

Born: April 22nd, 1968

Spouse: Mrs. Sduppin Kamnuanhip, former Corporate Communication Director and Board member, L'Oreal Thailand.

Excellent Health, Weight 75 Kg., Height 176 Cm.

Other Activities

- Co-Author of "iMarketing 10.0" a top-seller book in Social Media Marketing
- Author "Football of Fortune" book about Sports Marketing.
- Columnist of "Wow Factor!", and "Marketing Magic" for business newspaper
- Contributor for Thaipublica
- Guest speaker and lecturers for Marketing, Promotion, Communication, Licensing conferences and workshops
- Leader of "Twitter For Thailand" Social Network volunteer group.
- Chairman of "Volunteer Connex" – Social Network Volunteer News Services.
- Past President of the Rotary Club of Bangkok Ploenchit
- Former Honorary Consul of the Kingdom of Lesotho

Interests

Music, Cycling, Football, Golfing, Traveling, Writing, Public Speaking, Volunteering, and charitable events

Other Information

To be furnished upon requests