

JINTHANII (JUNE) JALEARNFUSATIT

+66 994282898 (Mobile) | jinthaniijalearnfusatit@gmail.com

Portfolio Website: junejinthanii.com

THE REVERSE-ENGINEER STRATEGIST & PROBLEM SOLVER

I help businesses boost Business Profit & Productivity, using Reverse Engineering Approaches and Data-Driven Decision Making.

PROFESSIONAL SUMMARY

- Highly accomplished Y-Shaped Leader (Engineering & Business) with 30+ years of success delivering business value across diverse industries (Retail, Modern Trade, Wholesale, Industrial, Food Service, Export & Services).
- Proven ability to develop and execute growth strategies, leading to significant revenue increases, profit margin improvements, and market expansion.
- Adept at reverse engineering, employing strategic cost-cutting measures, optimizing pricing strategies, and streamlining operations to deliver rapid turnarounds as a resourceful problem solver.
- Adept at leveraging Data-Driven Decision Making (DDDM) to identify opportunities, optimize processes, and achieve sustainable growth.

PROFESSIONAL SKILLS

- **Strategy:** Develops clear and actionable roadmaps, forecasts, budgets, and business strategies that align with long-term business goals, ensuring focus and direction for profitable growth.
 - **Business Acumen:** Possesses a deep understanding of the organization's core business, financial metrics, and industry trends, ensuring effective decision-making for profitable growth.
 - **Reverse engineering:** Cracking the code of success. Analyze winning strategies to unlock the efficiency secrets, accelerate progress, and achieve desired outcomes.
 - **Data-Driven Decision Making:** Develops pricing models and leverages data analytics to inform strategic choices, measure transformation progress, and drive business performance.
 - **Change Management:** Develop and implement effective change management strategies that ensure employee engagement, and drive implementation leading to business transformation.
 - **Communication:** Clearly articulates complex information, engaging stakeholders at all levels and fostering collaboration through years of experience working across teams and with clients. Skilled negotiators are adept at securing win-win agreements.
 - **Training & Development:** Experience in designing and delivering engaging training programs, onboarding materials, and presentations that equip teams with the skills and knowledge necessary to navigate transformation and achieve strategic goals.
- #Newest skills:** Website Designer & builders | Prompt Engineering | Digital Marketing

PROFESSIONAL ACHIEVEMENTS

Turnaround Architect

- Led the turnaround of the largest business unit from red to black within one year, turning it into the top performer with over 50% year-over-year growth and doubled gross margins in two years through strategic cost reduction, solution-centric initiatives, and building trust-based collaboration with clients at Manpower.
- Turned around a loss-making sugar business, achieving a 350-million-baht profit in 2 years through value-based pricing, strategic planning, warehouse efficiency improvements, and market expansion at Erawan Sugar.

Growth Catalyst

- Increased sales revenue by 40% annually, exceeding goals by 20%, while opening new markets in power generation and industrial sectors at Massive Technology and Engineering (1993).
- Achieved an 86%-win rate (42 out of 49 bids) and increased sales by 50% in 10 months, exceeding targets by leveraging technical expertise and building strong client relationships at De-Ster Thailand Airline Products.

Profit Maximizer

- Successfully launched Thailand's first liquid sugar product, generating over 500 million baht in profit through strategic branding, quota management, distributor management, focusing on industrial clients, and pricing strategies at Mitr Phol Sugar.
- Boosted store profitability by 20% in 5 months by optimizing resources, implementing dynamic pricing, and outsourcing delivery, achieving the highest EBIT among branches at Carrefour.
- Increased profit margin from 22% to 50% through strategic sourcing, negotiation with both domestic and international suppliers, and cost reduction initiatives. Led an office renovation project to improve efficiency at Royal Airline Products.

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- Led ZCG's retail business to 37% revenue growth and a 7.6% increase in product margins in 2 years during the COVID-19 recovery through data-driven strategies (DDDM), pricing strategy, strategic planning, distributor management, and fostering a culture of continuous improvement.

Operational Efficiency Expert

- Achieved on-time, under-budget production launch for new lines (US-branded tote bags, airline blankets) within 2 months, delivering 20 million baht in cost savings. Reduced scrap by 50%, labor costs by 20%, and successfully downsized by 50% during the 9/11 crisis at Siam Knitting Products.
- Re-engineered paper packaging company, boosting profitability and competitive advantage through strategic planning and risk mitigation. Developed a database program saving salespeople at least one hour per day at Thai Packaging & Printing.
- Increased productivity by 30% annually by setting new production standards and reducing standard time by 10% at SHARP Appliances (Thailand).

Strategic Leader

- Empowered businesses to achieve sustainable growth through data-driven diagnostics, bespoke strategies, and coaching client teams to unlock their full potential in a consultant role.
- Led a team to launch and scale a staffing service unit from scratch at JobsDB, achieving first revenues in 4 months and managing legal aspects for smooth operations.
- Founded and led a startup through the Tom Yum Kung crisis, boosting sales by 40% annually and opening new markets in paper printing and packaging, gaining expertise in financial analysis and turnaround strategies for SMEs at Greenbelt Pacific.

WORK HISTORY

Solopreneur

Strategy & Business Development Consultant-Coach

2017 - Present

ZEN Corporation Group PCL.

Director, Retail and New Business

January 2023 – December 2023

Erawan Sugar CO., Ltd.

Assistant Managing Director, Business Development

July 2015 - August 2017

Thai Packaging & Printing Public Company Limited

General Manager, Business Development

April 2014 - June 2015

Mitr Phol Group

Senior Manager, Sales & Marketing

April 2008 - March 2014

Carrefour: CenCar Ltd.

Store Manager, Pattaya

July 2007 - March 2008

JobsDB.com: Jobs DB Recruitment (Thailand) Ltd.

Operations Manager, Staffing Service

August 2006 - May 2007

MANPOWER: Skillpower Services (Thailand) CO., Ltd.

Area Manager, GE Account

December 2002 - July 2006

T.I.T Group: Siam Knitting Products CO., Ltd.

Factory Manager

July 2001 – December 2002

T.I.T Group: Royal Airline Products CO., Ltd.

Sourcing and Purchasing Manager

March 2000 – June 2001

T.I.T Group: De Ster-Thai Airline Products CO., Ltd

Assistant Sales and Marketing Manager

October 1998 – August 1999

GreenBelt Pacific CO., Ltd.

Founder and General Manager

March 1996 - September 1998

Massive Technology and Engineering (1993) CO., Ltd.

Assistant Sales and Marketing Manager

March 1993 - February 1996

Sharp Appliances (Thailand) CO., Ltd.

Industrial Engineer

November 1990 - February 1993

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EDUCATION

Chulalongkorn University

**Master of Business Administration (MBA), Commerce
and Accountancy**

(2012 - 2015)

Kasetsart University

**Bachelor of Engineering (B.E.), Industrial
Engineering**

(1986 – 1990)