

JINTHANII (JUNE) JALEARNFUSATIT

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The Strategic Profit Architect | Complex Business Transformation Specialist

30+ Years of Excellence | IE (KU) | MBA (CU) | Reverse-Engineering Profit Expert

EXECUTIVE SUMMARY

Strategic Transformation Leader & Reverse-Engineering Profit Expert with over 30 years of excellence in Total Business Transformation and Bottom-line Optimization. I have a proven track record of managing business portfolios with annual revenues exceeding **US\$300M (10B+ Baht)**. Specializing in deconstructing complex operational layers to uncover hidden cost drivers, I bridge the gap between granular data and C-suite strategy. Using an Industrial Engineering foundation with my proprietary VCMS Framework (Value, Customer, Management, Sustainability), I reverse-engineer stagnant structures, successfully transforming struggling business units into resilient, high-growth engines through value-based pricing and structural optimization.

THE STRATEGIC DIFFERENTIATORS

- **Reverse-Engineered Margin Architecture:** Expert at deconstructing complex P&Ls by integrating advanced MS Excel modeling with deep **RDBMS expertise**. I architect complex pricing engines that transform granular data into optimized profit structures and sustainable bottom-line growth.
- **Engineering-Backed Strategic Precision:** Utilizing Industrial Engineering (IE) principles to peel back operational complexity. I translate raw data into actionable frameworks that provide high-value market positioning and a clear competitive advantage.
- **Generational Bridge & Change Leadership:** Adept at navigating the delicate dynamics of family-owned businesses. I apply **strategic deconstruction** to identify legacy bottlenecks, effectively aligning traditional values with modern, professionalized management systems.
- **VCMS Strategic Framework:** A proprietary, holistic methodology focusing on Value, Customer, Management, and Sustainability. This framework serves as the core engine behind all my successful business transformations and profit optimizations.

IMPACT-DRIVEN PERFORMANCE (SELECTED RESULTS)

Strategic Consultancy & Venture Analysis

- **Strategic Investment Liaison & Sourcing:** Acted as the primary local liaison for an Eastern European Investor. Facilitated critical market intelligence and supply chain mapping for European grocery imports while coordinating technical experts for cyber security initiatives.
- **Strategic Investment Feasibility:** Conducted rigorous 7-month feasibility studies and trial operations for high-stakes ventures including a premium wellness and spa brand and a social enterprise in the aquaculture sector.
- **Venture Risk Mitigation:** Safeguarded significant client capital by providing evidence-based data modeling. Identified unsustainable ROI models which led to strategic "No-Go" decisions to prevent high capital misinvestments.

Strategic Turnarounds & Profit Architecture

- **Net Profit Turnaround (Erawan Sugar):** Spearheaded a 350M Baht net profit turnaround within 24 months through a complex RDBMS-architected value-based pricing engine and logistical optimization.
- **Zero-to-Profit Recovery (Manpower):** Transformed a loss-making business unit into a profit powerhouse within one year. Successfully doubled gross margins and increased operating profit by 50% through structural realignment.
- **EBIT & Efficiency Recovery (Carrefour):** Achieved the highest profitability among Thailand branches by re-engineering inventory protocols and optimizing store resource allocation.
- **Legacy Business Revitalization:** Orchestrated complete business turnarounds for family-owned manufacturers in the textile and industrial equipment sectors. Applied strategic deconstruction to liquidate dead stock and align product innovation with operational strengths.

Growth Catalysts & Market Entry

- **Strategic Revenue & Quota Innovation (Mitr Phol):** Generated 2,800 million Baht through the launch of Thailand's first liquid sugar product. Engineered a breakthrough quota-trading model as the first in the industry to trade sales rights with other mills, enabling volume expansion beyond government limits.
- **Value-Added Margin Optimization (Mitr Phol):** Generated 475M Baht in additional margin over five years by architecting an RDBMS-based pricing engine to increase average unit prices, navigate strict regulatory price ceilings and volatile commodity markets.

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- **37% Revenue Growth (ZEN Group):** Delivered a 7.6% margin increase for key product lines by designing a bespoke RDBMS pricing engine that synchronized production costs with market-driven strategy during post-COVID-19 retail expansion.
- **85% Tender Success Rate (De Ster):** Won 42 out of 49 high-stakes industrial bids by balancing technical IE precision with aggressive solution-selling and negotiation.
- **New Venture Scaling (JobsDB):** Established a new staffing service business unit from inception. Generated first revenues within 4 months and secured "Preferred Vendor" status with a global energy leader.

Operational Excellence & Cost Engineering

- **Capital Efficiency (Siam Knitting Products):** Delivered new production lines 20 million Baht below budget. Successfully launched manufacturing capabilities on an accelerated schedule while maintaining strict cost control.
- **Operational Cost Reduction (Siam Knitting Products):** Achieved a 50% reduction in scrap and a 20% decrease in labor costs within six months by redesigning production processes and optimizing work-flow efficiency.
- **30% Productivity Increase (Sharp):** Established rigorous production standards and improved manpower planning using time-motion studies and work sampling methodologies.
- **Double-Digit Margin Expansion (Royal Airline Products):** Increased purchasing margins from 22% to 50% via strategic international sourcing and renegotiating supplier contracts.

WORK HISTORY

Independent Consultancy
Strategic Business Transformation Consultant
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

Siam J-Four Ltd.
Engineer
March 1990 - October 1990

EDUCATION

Chulalongkorn University

Master of Business Administration (MBA)
Commerce and Accountancy
(2012 - 2015)

Kasetsart University
Bachelor of Engineering (B.E.)
Industrial Engineering
(1986 – 1990)