

Chaiyant Savanachai

ดร.ไชยยันต์ สวานะชัย



วิทยากร (About Speaker)

ดร.ไชยยันต์ สวานะชัย อดีตผู้บริหารระดับสูงขององค์กรและบริษัทข้ามชาติหลายแห่ง จบการศึกษาด้านวิศวกรรมศาสตร์ เศรษฐศาสตร์ และบริหารธุรกิจ จากสถาบันชั้นนำทั้งในและต่างประเทศ มีความเชี่ยวชาญหลายด้านตั้งแต่ การควบคุม คุณภาพ การควบคุมการผลิต การขาย การตลาด การให้บริการหลังการขาย ทั้งยังเชี่ยวชาญการจัดการอบรม ให้ความรู้ และเป็นพี่ปรึกษาให้กับบริษัทต่าง ๆ ด้วย

Mr. Chaiyant Savanachai, PhD, is former Executive Manager of many Multinational Organizations. He got Bachelor of Engineering, Master of Economics, and Doctoral of International Organization Management from well-known University in Thailand and abroad. He has expertise in many industrial areas ranging from Quality Control, Production Control, Sales, Marketing and After-Sales Service, including training, and consulting.

ประวัติการศึกษา

ปริญญาเอก	Corporate Management American University of London
ปริญญาโท	Business Economics Temple University Japan
ปริญญาตรี	วิศวกรรมโทรคมนาคม สถาบันเทคโนโลยีพระจอมเกล้าฯ ลาดกระบัง

ประวัติการทำงาน

ปัจจุบัน	ผู้จัดการโรงงาน บริษัท ออโต้อินทีเรียโปรดักส์ จำกัด (บริษัทในเครือซัมมิทอโต้ซีท จำกัด)
อดีต	เจ้าหน้าที่บริหารฝ่ายขายและการตลาด บริษัทไทยซูซูกิมอเตอร์ จำกัด กรรมการผู้จัดการ สมาคมไทยยูโรเบียเนบิลีเนสแอสโซซิเอชัน ผู้จัดการทั่วไป บริษัทบอร์ควอร์เนอร์ (ประเทศไทย) จำกัด ผู้จัดการฝ่ายบริการลูกค้าการส่งออก บริษัทเอเซียฮอนด้ามอเตอร์ จำกัด ผู้จัดการฝ่ายบริการ บริษัทไทยสกายทีวี จำกัด ผู้ช่วยผู้จัดการฝ่ายขาย บริษัทเจ็ฟเซ่นแอนด์เจ็สเซ่น จำกัด

ความเชี่ยวชาญพิเศษ LEAN Manufacturing and LEAN Enterprise

SOME OF ACHIEVEMENTS

- Double the unit sales in 2017 of SUZUKI Big Bike in Thailand compared to the result of 2016
- Maintained the market share of THAI SUZUKI MOTOR, during the downturn of SUZUKI motorcycle market share in Thailand
- Motivated, and built up working spirit including SWOT training to all managers /assistant managers (30 people) in Thai Steel Cable in 2014
- Established BorgWarner business in Thailand from scratch from one man stand in 2008
- Expanded motorcycle sales network in challenged Lao market from 2 shops to 8 shops nationwide in 2007
- Successfully organized the Honda service and hospitality network in ASEAN in 2000

- Successfully launched the first time exporting Honda City to Singapore in 1998, and Honda Accord to Australia in 1999 in term of improving product quality and customer satisfaction
- Achieved in re-engineering the operations of Service and Installation Division to solve the problem of un-satisfaction of clients service for Thai Sky Cable TV (the first time having microwave cable TV in Thailand) in 1993
- Successfully expanded the distribution network of plain-paper-fax (the first time introduction in Thailand) in 1992
- Successfully brought Dan call to be the No. 1 sales of mobile telephone in Thailand in 1990

WORK EXPERIENCE

Oct 2015 – Jul 2018 THAI SUZUKI MOTOR Co., Ltd.

The Subsidiary of Motorcycle Operation of SUZUKI Motor Corporation (Japan)
(www.thaisuzuki.co.th)

Executive Officer Sales and Marketing

Report directly to the Representative Managing Director (Level equals to the President)

Annual Action Planning and Implementing based on Annual Policy deployed by the Representative Managing Director of TSM

- Responsible for Sales and Marketing plan and implementation result of TSM's Domestic Motorcycle business
- Oversee and direct supervise all Sales Channels of TSM: Motorcycle Wholesales, Motorcycle Direct Shop, Big Motorcycle Wholesales, and Spare parts Wholesales
- Oversee and direct supervise all Marketing Channels of TSM: On-line and Off-line Media Channels, Motor Sport, and Apparels and Accessories design

May 2015 – Sep 2015 Thai European Business Association (TEBA)

A non-profit association to promote business ties between Thai and European business organization targeting at Advocacy, Capacity Build up, and Business Matching (www.thaieuro.biz)

Executive Director

Report directly to the Board of Membership

Oversee and supervise the association activities and push for Advocacy for the member

- Responsible for all activities and P&L of the association
- Expand membership bases through various sectors, such as automotive, aerospace, tourism & Hospitality, clean technology, and medical equipments & tools
- Give and organize proper training in Lean operation to members
- Organize the business match making among members and guests

2014 – 2015 Thai Steel Cable Public Company Limited

A public company under Summit Group in Thailand - TSC, a leading automotive control cable manufacturing in Thailand with 1,500 staffs and THB 3,000 million revenue (www.thaisteelcable.com)

Deputy Managing Director

Reported directly to Managing Director

Subordinates under supervision:

- 1 General manager (Sales & Marketing: Japanese)
- 2 Managers (New Project Control, and Logistics)
- Supervised to 2 General Managers (Production, and Quality)

Oversaw and supervised management in TSC and directly took care of the Business Development and Business Operation related departments as followings:

- Sales and Marketing
- New Project Control
- Logistics

- Production
- Quality
- Management Training

With TSC, achieved in

- Sales achievement maintained during down turn economic
- Deploying 4 years long term company growing up plan
- Applying and Coaching Lean Manufacturing Concept
- Product quality improvement from 5 ppm to 1.3 ppm
- Kaizen productivity up 10% and cost down 10%
- Smooth delivery and store management by 99% service capability
- Reducing the total inventory from 2.0 to 1.2 times of monthly sales
- Leadership and Business trainings to all supervisor and management levels.

2008 – 2014

BorgWarner (Thailand) Limited

The subsidiary of BorgWarner Inc. (USA), a leading global supplier of automotive parts (www.BorgWarner.com)

General Manager

Reported directly to the Presidents of two Business Units in USA

P&L responsibility, took care of the whole operations of the company and the fan & clutch, and glow plug assembly plant

- Started up the plant from scratch; business is expecting to expand from THB 200 million to THB 1,000 million within 5 years
- Reported directly to the President of Thermal System and Emission System at the Headquarter in Detroit, USA.
- Was in charge of Business planning, P&L, Sales, Manufacturing, Quality, Purchasing, Finance, Cash Flow, IT, etc.
- Prepared for the expansion of BW business in Thailand and South East Asia
- Achieved
 - Promoting existing of BW in Thailand to potential customers
 - Smooth delivery of product to the customers with 99% delivery service
 - Maintaining appropriated Operation Profit at 11% and cost control during downturn economic
 - No serious quality issue
 - Business expansion from one to three customers
 - TS16949 certification for the plant operation

Country Manager

Prepared facilities for supplying parts to customers in Thailand, looked for suitable suppliers, made relationship with government departments, cooperated with BW global organization, and later acted as the general manager to manage the incoming plant.

2007 – 2008

New Chip Xeng Co., Ltd. (Honda Lao)

The Sole distributor of all Honda products and Motorcycle manufacturing in Lao PDR

Reported directly to the Managing Director in Thailand

General Manager

Four Managers under supervised: Automobile Sales, Motorcycle Sales, Service, Motorcycle Assembly Plant

Achieved in Boosting up 20% of sales units, increased market share and revenue, transferred Honda knowledge, educated local staff, and improved working skill

- Expanded motorcycle sales network in challenged Lao market from 2 shops to 8 shops nationwide in 2007
- Managed total daily operations (Sales, Marketing, Market Survey and surveillances, Distribution, Price, Products, Service, Spare parts, Manufacturing, Quality Control, General Affair, Human Resource, ISO 9000)

- Operated total business of Honda products (Automobile, Motorcycle, Power Product) which have more than 600 million baht revenue annually
- Led the company to fight with widespread cheap products which are dominating the market

2005 – 2007 Moved to Singapore for continuing PhD in Corporate Management

1998 – 2005 Asian Honda Motor Co., Ltd.

The exporter of Automobile, Motorcycle and Power Product of Honda from Thailand and the Asia & Oceania Regional Headquarter

Overseas Service Division Manager

Reported directly to the Senior Vice President Export Operations in Thailand and the General Manager of Asia Oceania Oversea Service in Japan

Achieved in improving distributor's satisfaction in market quality and regional product quality information sharing.

- Successfully launched the first time exporting Honda City to Singapore in 1998, and Honda Accord to Australia in 1999 in term of improving product quality and customer satisfaction, Honda Accord from Thailand got CSI Survey No. 1 in 2000
- Took care of total operations of after sales activities of exported Automobile and Motorcycle such as:
 - Improving customer satisfaction
 - Managing aftermarket product quality information
 - Operating warranty judgment and transactions
 - Preparing service publications
 - Conducting service market survey
 - Monitoring spare parts demand
- Monitored CSI Score of distributors and the direction of automotive service in ASEAN
- Analyzed service market information for the distributors
- Organized service regional meeting
- Supported the establishing of service business of new distributors including Corporate Identity (CI)
- Managed the service operations of automobile and motorcycle exported to over 20 countries in Asia, Oceania, Europe, and Africa
- Other responsibilities outside direct assignments
 - TQM and QC improvement methodologies instructor
 - QC circle activity promotion committee chairman
 - Environment and Safety committee chairman

1996 – 1998 Temple University Japan

The campus of Temple University (USA) in Japan

Staff Computer Lap

Achieved in improving user's satisfaction in the Lab to operate and use computer software on PC and McIntosh

1994 – 1998 Moved to Japan for continuing Master Degree in Business Economics

1993 – 1994 Siam Broadcasting & Communication Co., Ltd.

Cable TV administrator – Thai Sky TV

Engineering Department Manager

Achieved the project of relocating the transmitter from the old building to the new building

- Maintained MMDs Transmitters.
- Studied new technologies to increase performance and reduce maintenance cost

Installation and Customer Service Department Manager

30 people under supervise

Achieved re-engineered entire Subscriber Installation Working Process and doubled Installation Staff's performance (increased job/day/team)

- Managed and re-engineered the total operation of installation and service
- Achieved in 400% performance increased
- Instructed and trained new installation staff

1992 – 1993**Chevaliar Office Automation Co., Ltd**

The authorized distributor of Toshiba OA products in Thailand

Assistant Dealer Sales Department Manager

Achieved in doubled wholesales amount by expanding dealership network and introducing new methods of sales approach to dealerships' sales persons

- Managed dealerships' account
- Promoted the new plain-paper-fax machine the first time to Thailand

1988 – 1992**Jebsen & Jessen (Thailand) Co., Ltd**

The authorized agent of Dancall mobile telephone and Satellite TV in Thailand

Technical Assistant Manager Satellite TV Department; 1991-1992

- Managed and served satellite dish installation for subscribers
- Educated new dealers' sales representatives and Service Staff in Satellite TV Receiver products

Assistant Dealer Sales Manager Dancall Mobile Telephone Department; 1990-1991

- Managed dealerships' account
- Educated new dealerships' sales representatives

Dealership Sales Executive Dancall Mobile Telephone Department; 1989-1990

- Educated new dealerships' sales representatives
- Helped Dancall to be the number one Mobile Telephone Sales in Thailand in 1990 by introducing new methods of sales approach

Service Engineer; 1988-1989

- Serviced, repaired and installed Mobile Telephone Subscribers
- Educated new dealerships' sales representatives in high-tech products
- Provided excellent service to customers

1987 – 1988**JVST & P Co., Ltd**

A joint venture company (Leaded by Sumitomo) contracted for telephone line network installation for Telephone Organization Thailand (TOT)

Telephone Line Network Design Engineer

- Designed network of telephone cable in Nontaburi and Chiangmai Province in Thailand

TRAINING COURSES

- 2013 TS16949 Implementation Training
- 2012 BW Resources Allocation in Germany
- 2010 BW Understanding Financial Management in India
- 2008 BW Negotiation Art in China
- 2003 Honda's TQM training
- 2002 Honda Division Manager training in Japan
- 1998 Honda Service Manager training course in Japan
- 1995 Japanese Language Course in Japan (Tokyo International University)
- 1992 Direct Sales training with Toshiba in Singapore
- 1990 Message Switching installation and maintenance with Telecomet in Singapore

EDUCATION BACKGROUND

Doctor of Philosophy (PhD); Corporate Management; **2007**
AMERICAN UNIVERSITY OF LONDON

Master of Art in Economics (MA); International Business Economics; **1998**
TUJ Human Resource Strategies Certificate; 1998
TUJ Financial Accounting Certificate; 1997
TEMPLE UNIVERSITY JAPAN

Bachelor of Engineering (BEng); Telecommunication Engineering; **1987**
KING MONGKUT INSTITUTE OF TECHNOLOGY LADKRABANG (THAILAND)

LANGUAGE CAPABILITIES

✓ Thai	Native Language
✓ English	Excellent
✓ Japanese	Daily life Communicable
✓ Mandarin	Beginner

OTHERS

A part time Lecturer of Engineering Faculty, **Burapa University**, Bankai Education Center, Rayong during 2012 – 2013 Semester

A Freelance Book Translator for Technology Promotion Association (Thailand – Japan)
สมาคมส่งเสริมเทคโนโลยี (ไทย – ญี่ปุ่น): สสท

- Motorcycle Repairing is Easy; 2005 (มอเตอร์ไซด์ซ่อมเองได้ง่ายจัง; 2548)
- Business Economics; 2006 (เศรษฐศาสตร์ธุรกิจ; 2549)
- Want to be Great, Act tough; 2007 (อยากยิ่งใหญ่ต้องใจหิน; 2550)
- Growth as Honda; 2008 (การปฏิรูปองค์กรให้เติบโตอย่างฮอนด้า; 2551)
- Toyota Production System; 2009 (การผลิตแบบโตโยต้า; 2552)
- Increase Knowledge with Cartoon; 2010 (ชุดการ์ตูนเสริมความรู้; 2553)

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