

Sunida Huyanan

สุนิดา หุยนันท์

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Career Summary and Value Proposition

Graduated in Bachelor of Economics from Chulalongkorn University and later received an MBA from Harvard Business School. Helped organizations such as International Finance Corporation expand their investments in Thailand and the region as well as recover their debts during a major financial crisis.

Designed credit products for Kasikorn Bank, the third largest bank in Thailand, to enable them to better finance their SMEs with lower credit risk. As part of a consulting service with Conduit Consulting, trained Relationship Managers to better serve their customers by bundling credit and cash management products.

Core Competences

Solution / consultative Sales ▪ Education ▪ Training & Motivation ▪ Customer Service ▪ Business Unit Management ▪ Sales Training and Team Leadership ▪ Commercial Awareness ▪ Entrepreneurial Attitude ▪ International Business Orientation ▪ P&L and Financial Management ▪ CRM ▪ Corporate Governance ▪ Key Performance Indicators ▪ Due Diligence and C+ Levels ▪ Board of Management Liaison

Work Experience

Conduit Consulting Co., Ltd.

A local consulting company advising corporate strategy, performance and profitability management

Project Manager | 2007 - present

- Advised Government Housing Bank for their strategy in the next five years to enable the bank to set proper revenue and operating cost targets and distributed the targets to the department level to allow for operational effectiveness.
- Advised Krung Thai Bank on their strategy to improve SME Banking. The project looked into both managing the risk as well as effective marketing tools for this segment.
- Advised Krung Thai Bank on their profitability management system to enable the bank to reward risk-based performance as well as developing a pricing tool for Relationship Managers to charge risk-based pricing.
- Provided training on Cash Management to Krung Thai Bank to enable Relationship Managers to understand product features which could reduce the customer's cost and enhance their productivity and accordingly sell more cash management products.
- Worked closely with management in the projects in which IFC is an equity investor to put in place suitable corporate governance measures which will enable long-term sustainable growth.

Kasikorn Bank Public Company Limited

The third-largest bank in Thailand with operations in retail, commercial and investment banking

Assistant Vice President, Credit Products | 2004 - 2007

- Designed Supply Chain Financing credit products which were asset-based lending that allowed borrowers to discount their accounts receivable with the bank as well as borrow along the supply-chain activities.
- Analyzed profitability of the products by taking into account the Risk-Adjusted Return on Capital (RAROC) as well as economic profit of the targeted segments.
- Cooperated with various departments to achieve a new underwriting technique for this group of customers.
- Doubled number of key account customers within first year.

DHL International in London, UK

A global door-to-door express logistics company

Global Customers Support Manager | 2000 - 2004

- Seconded to DHL's operation in London throughout the four years of employment.
- Oversaw a team that was responsible for providing after-sales service to Global Customers. This included both customer support and project management.
- Implemented non-standard services which included logistics and express distribution to select customers.

International Finance Corporation, World Bank Group

The private-sector arm of the World Bank that makes long-term loans and equity investments in developing countries

Project officer | 1995 - 2000

- Received the Performance Award for the Year 2002 for the largest debt recovery in Thailand. The only Investment Officer from Thailand ever received the award.
- Promoted business development in Thailand, including a US\$125 million guarantee facility to a bank for lending to medium-size companies in Thailand.
- Assessed creditworthiness of existing banking and leasing projects in Thailand and Cambodia and recommending sound financial structures to safeguard against volatile economic conditions. If appropriate, recommending further investments or technical assistance to strengthen their operations.

The Long-Term Credit Bank of Japan

A Japanese Bank operating in Thailand with a license to lend in foreign currencies of at least US\$2 million equivalent

Loan Marketing Manager | 1991 - 1994

- Analyzed creditworthiness of prospective clients and sought credit approvals for new loans.
- Monitored creditworthiness of existing customers and recommended credit adjustments as appropriate.
- Responsible for managing relationships with the borrowers and participating banks that LTCB was the Facility Agent.

Employments prior to 1990

- Brokerage firm providing research on Thai equity to clients; Media Research Assistant.
- Private equity firm investing in operating companies; Financial Analyst.
- Thailand's biggest bank by assets; Customer Service Representative.

Voluntary work and honourable positions

- Chairman of Rotary Club South Bangkok, 2004.
- Secretary at Payap University Student Union, Thailand, 1987.

LinkedIn recommendation

Public Diplomacy Assistant, World Bank Group

"We were very impressed with her professionalism and ability to perform in a high-pressure, multicultural environment. Her design skills greatly contributed to the public diplomacy programming".

Education and Training

- **MBA (alumni scholarship)** | 2001
Harvard Business School, USA
- **Bachelor of Economics** | 1995
Chulalongkorn University, Thailand
- **Bachelor of Arts, English Communication (First Class Honour)** | 1985
Payap International University, Thailand

Personal Information

- Female, Thai national, born in December 1965 (2508), married with no children.