

# Wiroj Sidhisoradej

## Business Consultant



KCT ACADEMY

### Professional Experience

Wiroj has more than 16 years experience with FMCG in Trade Marketing, Marketing Research, and Sales Skill Development at Unilever. He had conducted development of Category Strategies and Channel Strategies; implemented Category Management with key customers; conducted studies on Shopper Insight; also implement job skill profile for sales team development.

Wiroj also had experiences in telecommunication and service. With True Corporation, he conducted Strategic Planning, and People and Culture Development for Retail and Call Centre. He led retail strategy revamp for retail; conduct service standard and culture change for retail and call center, and conduct leader and people development program.

### Key Project Engagement

Some of past achievement include retail customer development program designing, channel strategy improvement, channel and customer insight study, category strategy and category management, key account selling skill development and training, and coaching skill training; including SME development and consulting.