



KCT ACADEMY

Profile

WIROT SITTHISORADECH

TRAINER & FACILITATOR
KCT ACADEMY





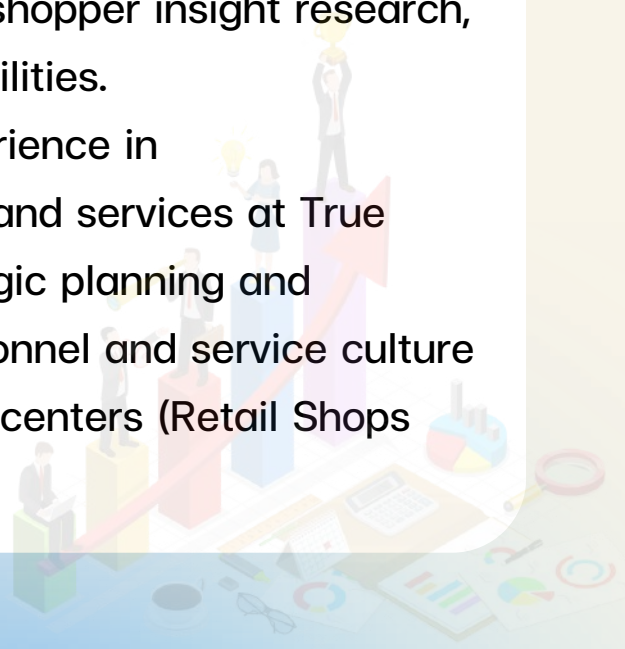
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Skills and expertise

- Trade and Shopper Marketing
- Category Management
- Channel Management
- Strategic Planning
- Project Management
- Leader and People Development
- Service Culture and Customer Experience Development

Work experience

- Over 16 years of experience in consumer goods at Unilever in trade marketing, marketing research, and sales operations.
- Developed category strategies and distribution channel strategies, managed category projects with various key accounts, conducted in-depth shopper insight research, and enhanced capabilities.
- Over 7 years of experience in telecommunications and services at True Corporation in strategic planning and development of personnel and service culture for customer service centers (Retail Shops and Call Centers).





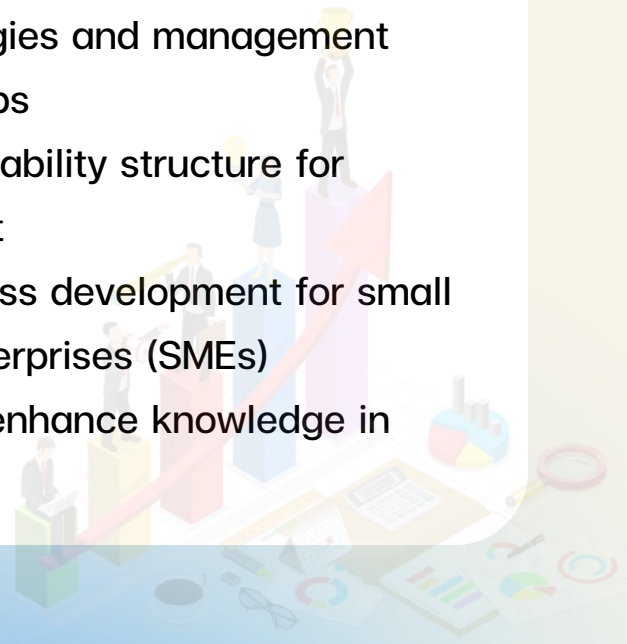
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Work Experience (continued)

- A leader in transforming strategies for service centers (Retail Shops), improving service standards and culture.
- Experienced as a speaker and consultant for both public and private sectors, particularly in marketing and business management, including leadership and personnel development.

Part of the project that has been implemented.

- Development project to enhance the potential of distribution channels and retail stores
- Development of strategic plans for the company's product distribution channels
- Research and study customer behavior as a distribution channel for products
- Development of strategies and management plans for product groups
- Establishment of a capability structure for personnel development
- Consultancy for business development for small and medium-sized enterprises (SMEs)
- Training marketers to enhance knowledge in category management





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Training courses that have been conducted.

- General Selling Skills and Commercial Selling Skills
- Trade and Shopper Marketing
- Category Strategy Planning
- Strategic Planning
- Coaching Skills for Managers
- Problem Solving Skills
- Effective Presentation Skills
- Train the Trainer Skills
- Competency Based Interview
- Job Skill Profile for People Development





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Some examples of customers.





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“Our vision is to deliver quality, innovative HR programs & training courses that inspire people to reach their full potential for success”



KNOWLEDGE CASTLE TRAINING CO.,LTD. (HEAD OFFICE)
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