



Chandara Sok (Mr.)

Executive Summary

I have about five years experience in the field of Sales & Marketing Management (both FMCG & B2B). I am currently working as a **New Business Development Specialist** at Representative Office of DuPont (Thailand) Limited. During my work with DuPont, I was assigned as **DuPont Performance Coating Auto Refinish Project Manager** from 03 May 2011 to May 2012 and currently assigned as **DuPont Suva® Refrigerants Project Manager** from May 2012-present. In addition, I used to work as a **Sales & Marketing Manager** at JC Holdings Ltd in 2009. Moreover, I used to work a **Key Account Executive** at Cambodia Brewery Limited (Tiger beer, ABC, Anchor, & Crown) from 2006-2008.

I graduated **Master Degree of Political Science, major in Justice and Social Administration** from Burapha University, Thailand. I graduated **Bachelor Degree in English** from Human Resources University, Cambodia. I obtained certificate of **A, B, C Courses for Sales Professional** from DuPont (Thailand) Limited. Furthermore, I completed **DuPont Marketing Excellent for practitioner**, conducted by **Senior Professors from Penn State University, USA**. I have a thorough understanding about Sales & Marketing Management, Channel Development Strategy, Brand Assurance, Business Development functional skills, Logistics Management, Financial Management, Rapid Market Assessment, Product Stewardship & Regulatory Affair, SHE, and Setting Up new business & sales team.

Personal Profile

Date of Birth	: April 01, 1985
Place of Birth	: Phnom Penh, Cambodia
Marital Status	: Single
Nationality	: Cambodian
Passport Number	: 0670275
Car Driving License	: B.PP.00004954
Present Address	: # A1, St. 10 BT, Sangkat Boeung Tumpun, Khan Meanchey, Phnom Penh, Cambodia
Cell-Phone	: 010 333 547
E-mail	: sokchandara168@gmail.com

Working Experiences:

03 May 2011- Present : **New Business Development Specialist at Rep Office of DuPont (Thailand) Limited, Cambodia**

Job Responsibilities:

- Leads and implement business development activities in Cambodia to support new business growth through exploring and driving cross-SBU opportunities; develop strategic accounts; driving emerging market strategies
- Conducts market analysis on assigned business/industries and recommends potential growth opportunities to Regional Business Manager Asia Pacific

- Initiates projects/opportunities & drives the agreed actions in alignment with country & business manager
- Help Cambodia Country Manager/New Business Development Director to prepare business and strategic plan to ensure sustainable growth for DuPont Cambodia
- Logistics Management (FSOP & FOP) and deal with international & local freight forwarder for cargo follow up
- Product Stewardship in terms of products registration at related ministries
- Act as remote advisor and on-scene observer in case of incident happen
- Alignment with SBUs and country manager to allocate PPE (personal protection equipment) for DG and chemical products in Cambodia
- Report incident to Regional ER Leader AP/ASEAN
- Alignment with SBUs to make sure all first shipment comply to FSOP(First Standard Operating Procedure) and FOP (First Order Procedure)
- Other jobs as assigned by Cambodia Country Manager/New Business Development Director and Group Country Manager ASEAN

+ 1 May 2012-Present: **Fluoro Chemical DuPont Suva® Refrigerant Project Manager at DuPont (Cambodia) Limited**

Job Responsibilities:

- Conduct Market Assessment, Market Size, Market Potential for DuPont Suva® Refrigerants
- Set up distribution channel through distributors and strategic customers
- Monitor and Evaluate distributors' performance
- Set up strategic market process for DuPont Suva® Refrigerant
- Conduct Brand Assurance Program—Anti-Counterfeit Product
- Build up Value Proposition to promote DuPont Brand Awareness
- Conduct Sales Seminar about DuPont Suva® Refrigerant
- Set up business plan and executive marketing plan for DuPont Suva® Refrigerant
- Set up and Lead sales & market development team
- Coaching sales & market development team
- Follow up and evaluate sales & market development team performance
- Motivating sales & marketing team to achieve PO
- Set up sale forecast and target PO for distributors
- Alignment with BU to set up price strategy
- Prepare Sale Contract for distributors & strategic customers
- Logistics Management (FSOP & FOP) and deal with international & local freight forwarder for cargo follow up
- Product Stewardship in terms of products registration at related ministries
- Other job as assigned by DuPont Fchem Regional Business Manager Asian North

+ 03 May2011-May 2012 : **DuPont Performance Coating Auto Refinish Project Manager at DuPont (Cambodia) Limited**

Job Responsibilities:

- Conduct Market Assessment, Market Size, Market Potential for DPC Auto Refinish (Automobile industry)
- Set up distribution channel through key jobbers/distributors
- Monitor and Evaluate distributors' performance
- Set up strategic market process for DPC Auto Refinish
- Alignment with cross Auto Refinish team to conduct field demonstration at key body shops to promote brand awareness
- Build up Value Proposition to promote DuPont Brand Awareness
- Alignment with regional technician team to conduct training at key body shops
- Alignment with Cross-Business Manager to set up business plan and executive marketing plan for DPC Auto Refinish
- Build up strong relationship with jobbers/distributors
- Coaching jobbers/distributors sales & market development team

- Set up sale forecast and target PO for jobbers
- Alignment with BU to set up price strategy
- Prepare Sale Contract Agreement for jobbers
- Logistics Management (FSOP & FOP) and deal with international & local freight forwarder for cargo follow up
- Product Stewardship in terms of products registration at related ministries
- Other job as assigned by DPC Auto Refinish Regional Business Manager (Thailand)

12 Dec 2012- Present : - **Lecturer of Economic Development at Royal University of Phnom Penh (RUPP)**

Dec-2010- Feb 2011 : **Part-time Researcher at Credit Union Foundation Australia**

Job and Responsibilities:

- Conduct research about Financial Cooperative in Cambodia
- Translate questionnaires from Khmer to English and vice versa

Code data collection

May 2008- May 2009: **Sales & Marketing Manager at JC Holdings Co., Ltd**

Job and Responsibilities:

- Develop business plan, execution plan, marketing plan, and/or master plan to support business growth
- Market Research/Potential Market Size Opportunity
- Identify, explore and expand JC Group Business in Cambodia
- Set up Sale Forecast & Sale Target PO for sales staff
- Set up distribution channel and Lead & Motivate sale team to achieve PO
- Evaluate sale team performance based on their KPI
- Alignment with CEO to set up pricing strategy
- Prepare sale contract agreements for clients
- Liaison between investors in Japan and local partners in Cambodia
- Building JC Group Brand Awareness in Cambodia
- Cooperating with related government officials and related authorities for company's business
- Lead and implement projects for JC Group Holding
- Other job as assigned by CEO and COO

Feb 2006- May 2008 : **Key Account/Sales Executive at Cambodia Brewery Limited**

Job and Responsibilities:

- Branding and Merchandising CBL products such as: Tiger, ABC, Anchor, and Gold Crown beer.
- Ensure that all outlets are well stock with CBL products
- Check outlets for FIFO
- Assist distributor in order taking
- Feedback market information to the management
- Prepare contract and sponsorship for outlets' owner

Educational Background

May 2009- 17 Feb 2011 : Graduated Master Degree of Political Science
(**Justice and Social Administration**) from Burapha University, Thailand

2002-2006 : Graduated Bachelor Degree of English from Human
Resources University, Cambodia

1990-2001 : Obtained Upper Secondary School Diploma from Tuol Tum Pong High School, Phnom Penh (K-12)

Training Courses Oversea (Singapore, Malaysia, Thailand, Hong Kong, Macau)

17-21 Mar 2013 : Obtained Certificate of **DuPont Marketing Excellent for Practitioners** in Bangkok, Thailand (Strategic Marketing Process)

12-15 Aug 2012 : **Distribution Channel Strategy**, DuPont Professional Training Program in Singapore

31 May-23 Sept 2011 : Obtained Certificate of **A, B, C Courses for Sales Professional**, conducting in Singapore, Malaysia, and Thailand (DuPont Program Training)

29 July 2011 : The Ethical Board: Duties and Responsibilities

13 July 2011 : DuPont: Product Stewardship

August-2010 : Successfully completed Training on Seminar on Justice and Social Administration from Burapha University, Thailand

June-2010 : Successfully completed the Thai Language Training Course at Graduate School of Public Administration, Burapha University, Thailand

April-2010 : Successfully completed Thai National Identity Training Course

March 21-24, 2010 : Successfully completed a Study Tour in Hong Kong and Macau, People Republic of China: Topic: “Justice and Social Administration”

Training Courses in Cambodia/Local:

02 Sept-31 Dec 2011 : Successfully completed a course in **Financial Accounting** at Asia Euro Organization

22 Sept- 20 Dec 2011 : Successfully completed a course in **Managerial Accounting** at Asia Euro Organization

22 Sept-30 Dec 2011 : Successfully completed a course in Ms. Advanced Excel at Asia Euro Organization

Dec 15 2011- Jan 07 2012 : Completed 10 hours of Training Session which covered three Topics:
- Understanding Global Financial Markets
- Get Started in Stock and Forex Market
- Risk Management

19 February 2008 : Successfully completed a course of **8-Step Sales Call** at Cambodia Brewery Limited (Tiger, ABC, Crown, and Anchor)

in Siem Riep Province, Cambodia

Aug-Nov 2008 : Successfully completed Siem Riep Angkor Tourist Guide Training Course from the Ministry of Tourism, Cambodia (Valid Siem Riep Angkor Tourist Guide License)

Competencies:

- Business Acumen (Sale, marketing, and channel strategies)
- Teamwork/Collaboration
- Leadership and Management
- Budget Planning
- Effective Communication with cross-culture
- Logistics Management (Ocean and Air Freight)
- Analysis/Judgment
- Result-Oriented

Computer Skills:

- Ms. Word & Excel, Ms. Advance Excel, Ms. Power Point, Ms. Access, Ms. Adobe Photoshop, SPSS for social research, Computer Repair & Maintenance, and Internet & E-mail.

Special Achievement:

June-2012 : Made Successful Story with DuPont Cambodia Limited by Establishing Refrigerant Business and set up first distributor (Achieved first P.O of USD34, 000)

Jan-2012 : Made Successful Story with DuPont Cambodia Limited by Establishing Auto Refinish Business and jobber and sales Contract agreement with INE Co.,ltd (Achieved first P.O of USD 300,000)

May- 2009 : Successfully Passed Her Royal Highness Scholarship for Master Degree Program in Justice and Social Administration at Burapha University, Thailand

2002-2006 : Certificate of First Class Honor (out-standing student) from English Department, Human Resources University, Cambodia

Aug-Nov 2008 : Successfully completed Siem Riep Angkor Tourist Guide Training Course from the Ministry of Tourism, Cambodia (Valid Siem Riep Angkor Tourist Guide License)

Language:

Khmer : Mother tongue
English : Very Good
Thai : Good

Experience abroad: Living & studying in Thailand for 2 years; Training in Hong Kong & Macau; Training in Singapore, Malaysia, and Thailand

Hobbies:

Books: Business and leadership books
Food: Khmer, Western and Chinese food

Sports: Football and all kind of sports

Music: SHE; Jay Chuo;The Beatle; John Lennon; and Red Hot Chili Pepper

Referees

1. Kong Kosal (Mr.)
Human Resource Manager at K-Cement Cambodia
Tel: 011 219 954
2. Nuon Vesna (Mr.)
Senior Human Resource Executive at May Bank, Cambodia
Tel: 855- 17 273723
3. Kompheak Peng (Mr.)
Regional Sale Manager at Cambodia Brewery Limited (previously working at Cambodia Brewery Limited)
Tel: 076 592 592 5
4. Saravuth Tuot (Mr.)
Managing Director at DuPont Cambodia Limited
Tel: 855-16769768
5. Rathna (Mr.)
Deputy General Manager at IFB Group
Tel: 092 20 2003