

Mrs. Penpicha Setabandhu

Date of birth:31.10.1982 / 39 Years old)

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**CAREER OBJECTIVE**

- To obtain a position where I can utilize my education and 12 years of experience in insurance
- To obtain new knowledge and get more experience in the insurance field
- To get more challenging responsibility
- To be a key player in a successful team

SKILLS & LANGUAGES

- Good written and spoken communications in Thai and English
- Proficient in Microsoft Word, Excel, Power Point, Outlook and Lotus Note, Zap Business one,
- Understanding of the insurance market, basic insurance principles and able to apply them
- Understand for all classes of insurance including, but not limited to Property, Casualty, Engineering, Motor and Marine Insurance
- Good team player and service minded
- Open and proactive communication
- Outgoing personality
- Positive attitude and strong contribution for teamwork

WORK EXPERIENCE

Pacific Point Co.,Ltd.

Period: Feb 22, 2022 - Present

Latest Position: Head of sales

Responsibilities:

- Manage and responsible for growth of products distribution through department stores and duty free outlets.
- Manage and responsible for growth of products distribution through healthcare industry.
- Manage and responsible for growth of products distribution through hospitality industry.
- Manage and responsible for growth and products distribution through events that relevance to baby products.
- Develop on line and omni Channels sale platform.
- Set key strategy for all channels under supervision of Head of sales.
- Monitor sales performance from all distribution Channels and implement all tactical initiatives to increase sale performance.
- Lead team of 23 product consultants across all outlets.
- Coordinate with administration and Graphic design team for promotional contents that aligns with distribution Chanel requirements.

Yoga Above Studio & Yoga for kids Bangkok Studio at All Seasons Place

Period: Oct 31, 2015 - Aug 16,2021 (6Years)

Latest Position: Founder, Managing Director and Instructor Certified Teacher by Yoga Alliance U.S

Responsibilities:

- Manage daily operation of self owned Yoga studio
- Lead team of six professional instructors and four back office support.
- Teach various yoga classes.

KEY success story under management

Secured number of corporate members

- BMWThailand, BMWLesing
- Toyota
- Generali Thailand
- Adidas Thailand - AY cap, AY cal

Krungthai Panich Insurance Co.,Ltd.

Period: Nov 2007 - Nov 2014 (7 Years)

Latest Position: Section Manager, Marketing

Responsibilities:

- Serving all accounts that involves Krung Thai Bank channels (Corporate Business Center, which normally supports customers whose credit amount is greater than 200 million baht)
- Helping customers have suitable insurance policies for their business
- Gathering all necessary information for underwriter in order to do risk assessment and issue quotation
- Arranging Risk Survey Program when the documents supported are not enough
- Acting as a coordinator between Krung Thai Bank, the insured and various departments in the company in order to follow up any issues. For example: quotation issuing, policy issuing, claims, premium remittance etc.
- Monitoring the premium collection within credit terms
- Monitoring and reporting outstanding premiums
- Monitoring renewal policies
- Contributing to establishing departmental plans, and executing the plans forward to ensure the achievement of company's objectiveCompany

KEY Success story

- Renewal ratio improved from 70%-85%
- Bad debt ratio is minimal
- Submission rate from CBC increased 30% from prior year
- New business success rate increased to 70%
- Cross selling of products.

References : Ms.Wiriya Srimunta, EVP, Clam, Krungthai Panich Insurance Public CompanyLimited

Mr.Khemmachat Pinpuvadol, Senior Director Group administrator, MetropolitanBC Sec- tor1, KRUNGTHAI BANK

QBE Insurance Company Limited.

Period: Apr 2004 – Nov 2007 (3Years)

Latest Position: Branch manager (Chartered Square)

Responsibility:

- Manage and develop the port folio by meeting Financial Budget i.e.
- agent management production GPW. growth,
- Establish and maintain close sales management and marketing
- Create and implement agency and special market marketing strategies
- in term of Product development, sales convention, campaign and sales relationships
 - Underwrite Risk (Motor, Non-motor) communication Credit Control

KEY Success story

- Top agent recruitment branch for two consecutive years.
- Bad debt ratio is minimal

References: Mr.Chokchai Pipatnapaporn, Head of Agency, Kingwas Insurance Public Company Limited.,

LMG Insurance Company Limited

Period: Jun 2002 – Apr 2004 (2Yeas)

Position : Senior Marketing

Responsibility:

KEY Success story

- Top agent recruitment in year 2003
- Top new business premium 2004
- Top Active agent code in year 2004
- Cross selling of life agent to Non life Insurance

References: Mr.Chat Bunsanong, LMG Insurance

TRAINNING

1. Positive Thinking and EQ Smart People Feb16, 2013
2. PropertySpecialClauseFeb20,2013–Feb21,2013 TII
3. Underwriting of Natural Catastrophe and Contingent Business Interruption Sep 7, 2011, **Munich Re Singapore**

4. Principle of Marine Insurance and Inland Transit Insurance Jul 7 2011, **Independent Consultant Co., Ltd.**
5. Proactive Selling (Workshop) Feb 25, 2010 - Feb 26, 2010 The Thai Institute of Banking and Finance Association
6. Pre Survey VS Post Loss Inspection Dec 18, 2009 - Dec 19, 2009 **Risk Engineering Solutions Co., Ltd. and McLarens Young International Co., Ltd**
7. Comprehensive Training for IAR Insurance Sep 24, 2009 - Sep 25, 2009 **Thai Re-Insurance Co., Ltd.**
8. Customer Relationship Customer Relationship Management, **Amity Consulting Co., Ltd.**
9. Train The Trainer, KPI Insurance
10. Leadership Development, KPI Insurance
11. Coaching Technique, KPI Insurance
12. To BE THE WINNER, KPI Insurance
13. Trained in basic underwriting course, Thai Re-Insurance Co.,
14. Trained in Sales, QBE (Thailand) Insurance
15. Marketing Management, LMG insurance

EDUCATION

2006 - Jun 2009

Ramkhamhaeng University, Thailand

Master's Degree in Business Administration, Major General Management

Jun 2004 - Jun 2006

Siam University, Thailand

Bachelor of Art in Business Administration, Major General Management

Jun 2000 - Mar 2003

Thai Business Administration College, Thailand Certificate of Vocational Education in Computer Business