

# Raywat Iramaneerat

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## SUMMARY

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With more than 10 year experience in software industry, Raywat has been through numerous technical aspects of enterprise-grade data analytics software (from data, to analytics, to reporting), shaping him into an expert in following areas: global multi-tier support, customer centric services, complex solution architect, and implementation project management. Earned an MBA from the US, in conjunction with extensive technical skills in various environments, he is highly capable of both playing in technical team, as well as leading one.

## EXPERIENCE

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### **SAS SOFTWARE (THAILAND) CO, LTD**, Bangkok Thailand [[www.sas.com/thailand](http://www.sas.com/thailand)]

#### Customer Strategy Manager

2009 – Present

- Lead Customer Care department, a consolidation of Tech Support, Education, and Renewal teams
- Introduce customer centric initiatives to team, resulting in an increase in eSurveys scores from 70% to 86%
- Coach instructors to improve teaching quality, especially in relating courses to practical business applications
- Formulate strategies to close annual renewal deals, involving periodically negotiation with executives
- Still assumed all responsibilities of Technical Support Manager in addition to the above

#### Technical Support Manager

2007 – 2009

- Led Thailand Tech Support team, providing support to customers, presales, and implementation partners
- Acted as gateway for global tech support community, keeping local pursuit in tune with global practices
- Conducted technical presentations in sales process to those that usually had no initial SAS background
- Engaged in every architecture review, hardware sizing, and technical delivery plan for large-scale projects
- Oversaw MIS team: setting up strategy, planning annual budgeting, keeping global compliance, and managing support on all MIS functions to all staff in SAS Thailand office

### **REUTERS SOFTWARE (THAILAND) LTD**, Bangkok Thailand [[www.thomsonreuters.com/about](http://www.thomsonreuters.com/about)]

#### Support Consultant

2005 – 2006

- Provided global technical support (3rd level: Development) for Dealing 3000 to other support teams
- Achieved 100% of 90% target on providing Root Cause Analysis on Siebel for 12 consecutive months
- Specialized in D3Keystation cases that involved Visual C/C++ source code investigation
- Part of Technical writer group for D3000, proofreading technical documents for entire development team
- Part of Editor team of company-wide financial knowledge newsletters

### **INFOLYST CO, LTD**, Bangkok Thailand [[www.infolyst.com](http://www.infolyst.com)]

#### Business Consultant/Programmer Analyst

2004 - 2005

- Specialized in Applix TM1 OLAP, Business Intelligence, Data Warehouse, applying to retail business
- Led development team in programming software (Java, Oracle, PL/SQL) based on data mining algorithms
- Streamlined communications among academic professor, business users, and software developers, in software development process

### **SHINKO SANGYO (THAILAND) CO, LTD**, Bangkok Thailand

#### CAD Product Specialist

1999 - 2002

- Provided support on apparel CAD solutions with collaboration from engineers in Japan, Taiwan, and US
- Modified Japanese CAD software in Visual C++ and Yuka's proprietary tools, to suit needs in Thai market

### **ARAGON LTD**, Bangkok Thailand

#### MIS Programmer

1998 - 1999

- Developed reporting systems to track manufacturing floor, supporting Production Manager's decisions
- Handled data integration and discrepancy reconciliation among huge historical databases

## EDUCATION/CERTIFICATION/TRAINING

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- Georgia State University, Atlanta GA **MBA (Information Systems), 2004**
- Chulalongkorn University, Bangkok Thailand **Bachelor of Engineering (Industrial), 1998**
- Triam Udom Suksa, Bangkok Thailand **High School, 1994**
- Satit Patumwan, Bangkok Thailand **Junior High School, 1992**
- **PROFESSIONAL CERTIFICATES:**
  - Sun Microsystems: Sun Certified Programmer for the Java 2 Platform 1.4 (CX-310-035), **Mar 2006**
  - Intuition: Financial Markets, Money Markets, Foreign Exchange, **Oct 2005**
- **TRAINING:**
  - Credit Risk Scorecard: Developing and Implementing Scorecard using EMiner (by Naeem Siddiqi), **Mar 2009**
  - C++: Advanced Application Development using Visual C++ (by IsoNet), **Nov 2005**
  - Java Programming: Java Programming Language (SL-275), **May 2005**
  - Oracle PL/SQL: Oracle9i: SQL Tuning Workshop R2, **Feb 2005**
  - Oracle9i: Program with PL/SQL, **Dec 2004**

## ADDITIONAL QUALIFICATIONS

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- **LINGUISTIC:**
  - English: Fluent (TOEIC: 965, GMAT: 610, TOEFL: 250/300)
- **TECHNOLOGY:**
  - Programming: C#/C++, .NET Visual Studio, Java, Advanced Excel functions, VBA, JDeveloper
  - Business Intelligence: SAS (BASE/SAS, ETL, Enterprise Miner, Credit Scoring, Portal, WRS, SPM, OpRisk)
  - Databases: SQL Server 2005 Programming (T-SQL), Oracle 10g, PL/SQL, MySQL, Postgres
  - Platforms/Network Protocols: Microsoft Windows, Mac OS X, HP-UX, AIX, Solaris, TCP/IP, DECNet
  - Web Development: ASP.NET, PHP, JavaScript, HTML/CSS, Apache, IIS, Image Optimization
  - Creative Design: Adobe Photoshop, Adobe Illustrator, Macromedia Flash, SketchUp Pro 3D
  - Financial Systems: Reuters 3000Xtra, PowerPlus Pro, AdfinX Realtime API, DEX, Dealing, Bloomberg
  - Misc: HP LoadRunner, BEA WebLogic, Tomcat, JBoss, Xythos WFS, Active Directory
- **AWARDS/RECOGNITION:**
  - Awarded "Excellent in Execution": helping other SAS office in MY develop LoadRunner script, **2010**
  - Awarded "Excellent in Execution": key person to close biggest renewal deal of the year, **2009**
  - Chosen to be the best person in Thailand to conduct SAS Technology presentation, **2008**
  - Recognized as the first one in SAS Thailand to make contribution on global knowledge systems, **2007**
  - Gained acclaim as "Presentation King" by foreign software suppliers of Infolyst, **2005**
  - Won "Best Presentation" award (voted by class) in Strategic Management class at GSU, **2004**
  - Won the gold medal for 9-year 50m freestyle in National Swimming Championship by Thai BSD, **1985**
- **TUTORING/COACHING:**
  - Taught SAS Programming, EG, Architecture, for SAS Education, receiving 4.6/5.0 overall score, **2007-2010**
  - Conducted English-spoken Ms Project course to management team at Harrow Int'l school, **Mar 2007**
  - Conducted English-spoken Excel VBA/AdfinX course for IsoNet at Reuters Software Thailand, **Jan 2007**
  - Ran fundamental finance tutoring sessions for a group of CMMU MBA students, **2005**
  - Held knowledge sharing sessions on OLAP and TM1 for Infolyst development team, **Dec 2004**
- **COMMUNITY:**
  - Helped clean undersea ground (damaged by Tsunami) in Surin Islands National Park, **Nov 2005**
  - Held position of Association Advisor for Georgia State University Thai Student Association, **2003-2004**
- **SPECIAL INTEREST TOPICS:**

Project Management (Practices/Software); Researches in IT Change Management; Consulting best practices; Ongoing competition in computer industry in the US; Variety of identification technologies (particularly RFID)
- **PERSONAL ACTIVITIES:**
  - Sport: Scuba diving (Advanced Open Water licensed, 70+ dives), Tennis, Biking, Swimming
  - Hobby: Professional Photography, Rudimentary electronic circuit