

CHANOKPORN RINFONG

Strategic IT & Digital Transformation Leader

Driving Commercial Growth through Scalable Enterprise Technology | 10+ Years in Retail & F&B



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15%

IT cost reduction, ZEN Group

THB 6.5–21M

annual IT budget (CAPEX+OPEX)

5+ brands

POS & CRM concurrently

500+

Branches across career

6+ yrs

Leading at Manager level & above

EXECUTIVE SUMMARY

Strategic IT Business Solutions & Digital Transformation Leader with 10+ years of enterprise-scale experience driving technology strategy across large-scale Retail and F&B operations (500+ branches). Proven track record acting as a trusted business partner to GM (Head of IT) and CTO — translating corporate vision into scalable POS, CRM, MarTech, and ERP infrastructure that delivers measurable commercial results.

Directly responsible for managing multi-million Baht IT budgets (CAPEX/OPEX up to THB 21M annually), developing data insights for Senior Operations Meetings (SOM), and formulating annual department strategies and KPIs aligned to corporate direction. Experienced in resolving complex cross-functional system challenges and bridging business operations with technology execution across multi-brand environments.

Now seeking to bring this cross-functional expertise to a Director or Head of level role, where technology strategy directly drives business growth.

KEY ACHIEVEMENTS — DIRECTOR-LEVEL IMPACT

- Executive Strategy & Reporting:** Partnered directly with **GM and CTO** to develop annual department software strategies and Team KPIs aligned to corporate goals. Responsible for preparing and presenting data insights and performance summaries for Senior Operations Meetings (SOM) at ZEN Group.
- AI Adoption & Capability Building:** Selected by the CTO to design and lead **"AI-Powered Leader,"** a company-wide training program for senior staff through executive management — completed external Train-the-Trainer certification and earned internal recognition as an official company trainer, beyond the scope of my core role at ZEN Group.
- Cost Efficiency & Integration:** Optimized IT expenditure by **15%** at ZEN Group through the strategic re-engineering of POS & CRM ecosystems and effective vendor consolidation.
- New Venture Launch:** Led end-to-end business model design and technical launch of Chickens Station under PTG Energy — establishing a **new non-oil revenue stream across 5 branches** from concept to operation.
- Cross-Functional Problem Solving:** Served as the primary solution provider for Director-level colleagues in CRM and Accounting — resolving systemic gaps between front-end operations and core financial systems, and developing CRM support frameworks including user manuals, FAQs, and UX/UI workflow improvements.
- Customer Experience Innovation:** Revolutionized the customer journey by implementing **QR Ordering & Automation**, significantly reducing service friction and enhancing customer satisfaction.

PROFESSIONAL EXPERIENCE

IT Software Solution Manager

Jan 2024 – Present

ZEN Corporation Group Public Co., Ltd. • Bangkok, Thailand

- Corporate Strategy Alignment:** Partner directly with GM and CTO to formulate annual software strategy and Team KPIs for the Software Solutions department; develop executive presentations and performance data for Senior Operations Meetings (SOM).
- Budget Management:** Own and manage the department's annual CAPEX and OPEX budget cycle (THB 0.7M–5.3M CAPEX / THB 5.8M–16M OPEX). Achieved 15% reduction in OPEX over two years through structured vendor consolidation and renegotiation.
- Multi-Brand Ecosystem:** Oversee the enterprise POS infrastructure across 5+ restaurant brands (ZEN, On The Table, AKA, Tetsu) and direct the centralized CRM system to enable group-wide data integration and omnichannel marketing.
- Cross-Functional Support:** Act as technical and operational solution partner for CRM and Accounting Directors — designing reporting frameworks, closing system gaps, and ensuring back-end financial data accuracy across all brands.
- UX/UI & CRM Optimization:** Resolved critical CRM customer-facing issues by redesigning UX/UI workflows and building structured support materials (manuals, FAQs) — directly reducing escalation volume.
- Team Leadership:** Coach and develop business analysis teams, building a business-outcome mindset and raising delivery accountability across the department.

Project Manager & Business Transformation Lead

2019 – Jan 2024

PTG Energy PLC · Bangkok, Thailand

- **New Venture Launch (2022–2024):** Led the full commercial and technical launch of Chickens Station (5 branches) — designed the business model, validated market fit through data analysis, and built the operational tech stack from scratch to create a new non-oil revenue stream for the group.
- **Digital Leasing Platform:** Developed and operated an online leasing platform for retail space inside petrol stations, improving tenant acquisition efficiency and opening a new commercial revenue channel.
- **F&B Software Rollout (2019–2022):** Managed POS and software infrastructure for Punthai Coffee and Coffee World, supporting rapid nationwide expansion and maintaining operational stability across a growing branch network.

Project Manager — ERP Implementation

2018 – 2019

Double Pine Co., Ltd. · Bangkok, Thailand

- Standardized enterprise ERP implementation frameworks for B2B clients, improving delivery consistency, reducing go-live time, and increasing client retention rates.

Accounting & Stock Control Manager / ERP Project Lead

2015 – 2018

PT Retail Corporation Ltd. (Tokyu Department Store) · Bangkok, Thailand

- Managed full P&L and financial audits while leading a major ERP/POS integration project — aligning complex retail operations with corporate accounting systems and establishing a single source of truth for financial reporting.

EARLIER CAREER (2006 – 2015)

Focused on deep technical ERP implementation and financial systems — the foundation for the enterprise-scale delivery and cross-functional leadership built in subsequent roles.

- **ERP Consultant / Project Leader** Bhatara Progress Co., Ltd. / BigWork Co., Ltd. (2012–2015): Led end-to-end MS Dynamics NAV implementations for King Power Click (e-commerce & retail), Wall Street English (education management), and BIDC Bangkok International Dental Center (medical inventory & billing).
- **Finance & HR Officer** Paveemol Co., Ltd. / KMUTT (2006–2012): Corporate budget administration, financial reporting, and HR benefits management across academic and commercial environments.

CORE SKILLS

Strategic Leadership

- Corporate Strategy & Annual KPI Planning
- CAPEX / OPEX Budget Management
- Executive Stakeholder Management (GM / CTO)
- PMO & IT Governance
- Business Process Re-engineering (BPR)
- Vendor Negotiation & Contract Management

Business Technology & Solutions

- POS Ecosystems (CMPOS, PROMISE)
- CRM & Loyalty Marketing Automation
- QR Ordering & Omnichannel Integration
- Design Workflow Automation & AI adoption
- UX/UI Workflow Design & System Optimization
- Enterprise ERP: MS Dynamics NAV

Management & Soft Skills

- Cross-functional Team Leadership & Coaching
- Business Analysis (BA) & Requirements Mapping
- Strategic Thinking & Data-Driven Decision Making
- Change Management & Executive Communication

EDUCATION

M.Sc. Industrial Management — Chiang Mai University

GPA 3.35 2008

B.Acc. Accounting — The Far Eastern University

GPA 3.37 2004

PROFESSIONAL DEVELOPMENT & LANGUAGES

Thai: Native **English:** Business Reading & Writing & Conversational B2 — Certified by EC English, Dubai, UAE

- **Project Management** Oxford Home Study Centre
- **Design Thinking & Digital Marketing** SME Academy 365
- **English for Global Communication & Proactive Leadership** Thai MOOC
- **Professional Human Resource Manager Development Program (60-Hour Course)** Department of Skill Development (DSD), ThaiHealth, and Personnel Management Association of Thailand (PMAT)

EXPECTED COMPENSATION: Open to discussing a total compensation package that reflects the scope and strategic impact of a Director or Head of level role. Happy to share a specific range once the full remit of the position is clear.