# Pimchanok Sornwiriya

*Senior Project Manager, Digital*

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## SUMMARY

Project manager with 9 years of experience leading retail and telecom technology projects. I take systems from vendor selection to go-live, and I measure success by how many people still use them three months later.

## EXPERIENCE

**Senior Project Manager, Digital** *Tamarind Row Retail Co., Ltd.* Feb 2021 – Present

- Led the end-to-end Salesforce CRM rollout to 420 sales and service staff across 38 stores, from requirements to hypercare.
- Owned the project budget of THB 35 million; delivered 4% under budget.
- Designed and ran the change management plan: 38 store champions, 26 training sessions, a weekly adoption dashboard (91% of staff active in month 3).
- Managed a team of 9 internal staff and 2 vendor squads.

**Project Manager** *Silverpine Telecom Co., Ltd.* Jun 2017 – Jan 2021

- Ran 6 projects in billing and customer care, including a self-service portal and a call-centre upgrade.
- Coordinated vendor teams in India and Singapore.

**Business Analyst** *Silverpine Telecom Co., Ltd.* Jul 2014 – May 2017

- Requirements, process maps and user acceptance testing for customer-care systems.

## EDUCATION

B.Eng. Computer Engineering, Kasetsart University, 2014

## CERTIFICATES

PMP (Project Management Institute), earned Mar 2024, valid until Mar 2027

## LANGUAGES

Thai (native) · English: IELTS 7.0 (2023)

## WORK ARRANGEMENT

Happy to work from the Bangkok office.

Generated for the DTX AI Buildathon. Not a real person.