

## PHITCHA WANITPHON

101/176 Prathana Pavillion Nakorn-in Road Bangkruai, Nonthaburi 11130 Thailand  
Telephone: +66-81-754-7206 E-mail: [pwanitphon@yahoo.co.uk](mailto:pwanitphon@yahoo.co.uk), [pwanitphon@gmail.com](mailto:pwanitphon@gmail.com)

### CURRICULUM VITAE

### DCED STANDARD SUMMARY PAGE

#### Relevant experiences in DCED Measuring Results Initiative

##### 1. Training courses and workshops on the DCED Standard

|   |              |                 |
|---|--------------|-----------------|
| Conducting foundation courses   | 2012-Present | HPC             |
| Participants in the training courses included staff of donors and consultancy firms, amongst others DANIDA, DFAT, DFID, SDC, Cardno, Coffey, GRM, ASI, GIZ, HSI, ILO, Swisscontact, Practical Action, Mercy Corps, and many staff from projects and NGOs worldwide as well as individual consultants. |              |                 |
| Developing and conducting workshops for government  | 2012         | Laos Government |
| Participants in the workshops are staff of the Laos National Implementation Unit and senior officers from Ministry of Industry and Commerce.  |              |                 |
| In-house training on the DCED Standard for DFAT   | 2013         | MCL             |
| In-house training on the DCED Standard for AIDP-Governance  | 2014         | Cardno          |
| In-house training on the DCED Standard for MDF-Pakistan   | 2014         | Cardno          |

##### 2. Technical advice to projects on the DCED Standard

|                 |                      |           |                                  |
|-----------------|----------------------|-----------|----------------------------------|
| Value           | SEEP                 | 2011      | Jamaica, India, Indonesia, Kenya |
| CBI             | Netherlands          | 2012      | Vietnam                          |
| Katalyst        | Swisscontact and GIZ | 2012      | Bangladesh                       |
| SkillFul        | Swisscontact         | 2012      | Bangladesh                       |
| MDF             | Cardno               | 2013      | Fiji                             |
| FoodTrade ESA   | DAI                  | 2013-2014 | Tanzania                         |
| ABI             | -                    | 2013-2014 | Uganda                           |
| AIPD-Governance | Cardno               | 2014      | Indonesia                        |
| AIPD-PRISMA     | GRM                  | 2014      | Indonesia                        |
| Samarth-NMDP    | ASI                  | 2014-2015 | Nepal                            |

##### 3. Audits (official and preview) according to the DCED Standard

|               |              |      |                                |
|---------------|--------------|------|--------------------------------|
| Katalyst      | Swisscontact | 2011 | Bangladesh                     |
| Mercy Corps   | Georgia      | 2012 | Georgia                        |
| LED-NTT       | Swisscontact | 2012 | Indonesia                      |
| Samriddhi     | Helvetas     | 2013 | Bangladesh                     |
| CAVAC         | Cardno       | 2013 | Cambodia                       |
| ECF           | Coffey       | 2013 | Cambodia, Philippines and Fiji |
| Samarth-NMDP  | ASI          | 2013 | Nepal                          |
| MDF           | Cardno       | 2013 | Fiji                           |
| Veeda and RDA | SDC          | 2014 | Serbia                         |
| M4C           | Swisscontact | 2014 | Bangladesh                     |

##### 4. Awareness raising, promotion and publications of the DCED Standard

|  |                |          |
|--|----------------|----------|
| Speaker at the DCED Seminar                  | 2012 - 2014    | Thailand |
| Guest speaker at Springfield Centre Training | 2012 - Present | Thailand |

#### Countries:

Bangladesh, Cambodia, Fiji, Georgia, India, Indonesia, Jamaica, Kenya, Laos, Nepal, Pakistan, Philippines, Serbia, Tanzania, Thailand, Uganda and Vietnam.

#### Clients:

ASI, ABI, Cardno, CBI, Coffey, DAI, DFAT, GIZ, GRM, Helvetas, Katalyst, Laos National Implementation Unit, Mercy Corps, SEEP, SDC, The Springfield Centre and SwissContact.

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### **PROFESSIONAL EXPERIENCE**

#### **2011-Present Independent Consultant**

- Conduct DCED Standard full audit for Katalyst, LED-NTT, CAVAC, ECF, Samarth-NMDP and M4C.
- Conduct DCED Standard pre-audit review for Mercy Corps Georgia Alliances KK and Alliances SJ Programmes, Samariddhi, MDF, AIPD Governance, VEEDA and RDA
- Conduct foundation course on Results Measurement for Sustainable Private Sector Development based on the DCED Standard (2012- Present) as well as conduct in house training courses on the DCED Standard for Laos NIU, DFAT, AIPD Governance and MDF-Pakistan.
- Provide technical assistance on results measurement based on the DCED Standard to CBI, SEEP Network's Value Programmes, Katalyst, SkillFul, MDF, FoodTrade ESA, ABI, AIPD Governance, AIPD PRISMA and Samarth-NMDP.
- Provide technical assistance on Value Chain and Market Development Approach.

#### **2009-2011 Deputy Programme Director: Thai-German Programme for Enterprise Competitiveness - GTZ**

- Assist the Programme Director in the elaboration and implementation of programme management systems and procedures such as Core Management Team and Programme Management Team meetings, progress reports to BMZ and the Programme Management Committee, budgets and financial monitoring.
- Supervise the design of new interventions in all projects to ensure that they: are in line with programme objectives; are likely to become sustainable; and can show signs of impact within the time frame of the programme.
- Ensure that all interventions have adequate impact assessment plans and ensure that these are implemented. Ensure that if these plans are changed, they remain consistent with the programme's overall objectives with regard to the measurement of impact.
- Monitor the staff development needs of programme personnel and identify suitable opportunities for these staff to participate in some form of career development on an annual basis.

#### **2007-2009 Deputy Component Director: Business & Financial Service Component - GTZ**

- Assist the Component Director in the elaboration and implementation of component management systems and procedures including budgets and financial monitoring.
- Supervise the design of new interventions in all projects to ensure that they: are in line with programme objectives; are likely to become sustainable; and can show signs of impact within the time frame of the programme.
- Ensure that all interventions have adequate impact assessment plans and ensure that these are implemented. Ensure that if these plans are changed, they remain consistent with the programme's overall objectives with regard to the measurement of impact.

#### **2005-2007 Sector Manager: Business & Financial Service Component - GTZ**

- Analysing designated sub-sectors and identifying key competitiveness issues.
- Designing and validating market development interventions to address the systemic constraints.
- Managing implementation of the projects.

#### **2004-2005 Regional Outsource Manager: International Business - Thai Paper Co., Ltd.**

- Study and develop new trading business opportunities.

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- 2002-2004 Sales Manager: Converting Business –Thai Paper Co., Ltd. – Siam Cement Group**
- Formulate and implement marketing strategies for business communication paper, resulting in increased sales of copier paper from new sources by 40% and carbonless paper by 25 %
  - Plan and implement CRM program. Achieved 100 % retention rate and average pocket share of 87 % for key accounts.
  - Prepare and implement sales plan of an annual target of THB 2.2 Billion.
  - Managed, coached, motivated and developed a team of five sales representatives.
  - Assist in analyzing and formulating business strategy (medium term and annual).
  - Member of a project team that successfully challenged Deming Application Prize.
  - Member of Risk Management Team.
  - Member of a knowledge sharing project team (Exchanging Siam Cement TQM practice with K-Bank BSC implementation experience).
- 2001-2002 Sales Manager: Metropolitan Agent –Thai Paper Co., Ltd. –Siam Cement Group**
- Regained trust and established closer link between the mill and agents by utilizing CRM concept and interpersonal skills.
  - Managed, coached, motivated and developed a team of six sales representatives.
  - Responsible for annual domestic sales of THB 2 billion.
- 1997-2001 Regional Sales Manager: Thai Paper Co., Ltd. – Siam Cement Group**
- Developed new export markets such as HK, UK, Europe, Middle East and Africa during the crisis.
  - Travelled extensively to promote, sell, negotiate and discuss needs of customers.
  - Doubled export sales volume in 1998 and 1999.
  - Planned, implemented and managed marketing and sales strategies for responsible areas with export annual sales of USD 40 Million.
- 1993-1995 Production Manager: Converting Section-Siam Printing and Packaging Co., Ltd.**
- Supervised 50 supervisors and operators.
  - Managed quality, costs productivity and production schedule of the section.
  - Implemented TQM and JIT systems, resulting in increased productivity of 50 % and reduction in production lead-time by half.
- 1992-1993 Production Engineer: Siam Printing & Packaging Co., Ltd. – Siam Cement Group**
- Started up operations, conducted time and motion study and set up standard operation procedures for the whole plant.

### EDUCATION

- 1995-1997 The University of Birmingham**, Birmingham, UK (MBA International Business)  
**1988-1992 Kasetsart University**, Bangkok, Thailand (B.Eng. Industrial Engineering)  
**1977-1988 St. Gabriel’s College**, Bangkok, Thailand (Primary and Secondary School)

### SKILLS

- Professional:** Auditor for the DCED Standard for Results Measurement  
**English Language:** Spoken: Fluent      Written: Fluent      Typing: Fluent  
**Computer:** MS Windows, MS Office and Mac OS  
**Leisure Interests:** Scuba Diving, Photography and Music

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### **PERSONAL DATA**

Date of Birth: 15<sup>th</sup> December 1970

Place of Birth: Bangkok

Nationality: Thai

### **TRAINING RECORD**

- Making Market Works for Business and Income Growth, The Springfield Centre, Glasgow.
- The Value Chain Approach and its Application in Development Assistance in Asia, GTZ.
- Value Chain Program Design: Promoting Market-based Solutions for Micro, Small, and medium-Scale Enterprises, Action for Enterprise.
- Economic Policy Training Asia, GTZ.
- Environmental Fiscal Reforms, GTZ.
- Project Planning and Management Based on Logical Framework, Asian Management Institute.
- Impact Monitoring, Asian Management Institute.
- Capacity Works, GTZ.
- Advance training courses on the DCED Standard for results measurement, DCED.
- Auditor training course on the DCED Standard for results measurement, DCED.