

ServiceNow Director Candidate #10

Current Role

****Regional Vice President & Thailand Managing Director****

Horizon CRM Systems (Enterprise Cloud Software)

Sep 2025 – Present (10 months)

Bangkok, Bangkok City, Thailand

Profile Overview

Seasoned technology executive with nearly 30 years of experience in enterprise technology and digital transformation. Currently Regional VP and Thailand Managing Director at Horizon CRM Systems. Previously held CEO role at a management consulting firm and Managing Director position at one of Thailand's largest retail conglomerates, overseeing B2B digital platforms driving US\$6 billion in annual merchandise volume across 13 ASEAN countries. Senior leadership roles across major multinational technology companies including enterprise software, cloud, analytics, and networking firms.

Experience History

Horizon CRM Systems – Regional Vice President & Thailand Managing Director (Sep 2025 – Present)

- Regional VP and Country Managing Director for Thailand
- President/Vice President level
- Bangkok, Bangkok City, Thailand

Altra Group – Chief Executive Officer (Jan 2023 – Aug 2025)

- Founded and led management consulting firm
- 2 years 7 months tenure, Thailand

Charoen Pokphand Group – Managing Director, Pantavanij (Jul 2016 – Jun 2022)

- Oversaw three major B2B digital platforms
- Drove US\$6 billion in annual merchandise volume
- Forged partnerships across 13 ASEAN countries
- 5 years 11 months tenure, Bangkok

BluePeak Technologies – Director, Microsoft Business Solutions (MBS) Group, Group Lead (Apr 2013 – Jul 2016)

- Group Lead for Microsoft Business Solutions
- 3 years 3 months tenure

SkyVault Systems – Country Director, Enterprise Middleware (Oct 2008 – Mar 2013)

- Country Director for enterprise middleware solutions in Thailand
- 4 years 5 months tenure

FlexNet Systems – Country General Manager, Thailand & Philippines (Nov 2007 – Oct 2008)

- Country GM for F5 Networks in Thailand and Philippines
- 11 months tenure

Insight Analytics – Country Sales Director (Jun 2005 – Nov 2007)

- Country Sales Director for SAS in Thailand
- 2 years 5 months tenure

SkyVault Systems – Senior Sales Manager, Teleco & Media Sector (Dates not specified)

- Senior sales manager for enterprise software in telecommunications and media

BluePeak Technologies – Senior Account Manager (Jan 1996 – Jun 2003)

- Senior account manager at enterprise technology firm in Thailand
- 7 years 5 months tenure

Education

- (University information redacted for anonymity)

Skills

Enterprise Technology, Digital Transformation, B2B Platforms, ASEAN Regional Leadership,

Country Management, Sales Leadership, Cloud Solutions, Middleware, Business Intelligence, Telecom & Media

Why This Candidate Qualifies

- ****Regional Exposure:**** Led B2B platforms across 13 ASEAN countries; Country GM for Thailand & Philippines; Regional VP scope
- ****ServiceNow Ecosystem:**** Currently Regional VP at Horizon CRM Systems (enterprise cloud CRM), direct competitor and peer platform
- ****Executive Leadership:**** CEO, Managing Director, Country Director, and Regional VP experience across major multinationals
- ****Digital Transformation:**** Oversaw B2B digital platforms driving US\$6B in annual volume
- ****Enterprise Technology:**** 30 years across major enterprise software, cloud, analytics, and networking companies
- ****ASEAN Expertise:**** Deep experience across Thailand, Philippines, and 13 ASEAN countries
- ****Conglomerate Experience:**** Managing Director at CP Group, one of Thailand's largest conglomerates