



CONTACT



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Phnom Penh, Cambodia

PERSONAL INFO

Date of Birth : 21 August 1984

Race : Islam/Myanmar

Marital Status : Single

ACADEMIC

- Master of Business Administration (Oct 2019)
- Bachelor of Science in Mathematics (Dec 2005)
- Diploma in Business Management & Administration (March 2016)
- Diploma in Marketing Management (Sep 2018)
- Professional Diploma in Human Resources Management with Human Resource Development (Dec 2023)
- Certificate in Strategic Management (May 2018)
- Certificate in Advertising (Sep 2019)
- Basic Diplomatic Skill (June 2017)

THANDAR MYINT AUNG @ WAHEEDA

PROFESSIONAL SUMMARY

I am dedicated to the highest standards of integrity and accountability. With over 15 years of diverse industry experience, my expertise includes Sales, Marketing, Customer Service, and Category Management, with a proven track record in driving organizational success and profitability. I excel in Strategic Planning, National Sales Strategy Development, Product Category Optimization, and Marketing Initiatives. Adept at enhancing Sales Team Performance and Customer Service Standards, I drive Revenue Growth through impactful Leadership and Operational Excellence.

EXPERIENCE

Dec 2022 – April 2024

Cellar Door Distribution Co., Ltd. | Myanmar

National Sales and Category Manager

- Develop and execute strategic sales plans to meet targets and expand market share.
- Lead, mentor, and motivate a team of sales managers and representatives to achieve goals.
- Oversee marketing activities, collaborating with international principals and B2B partners to align sales strategies with product promotions and campaigns.
- Drive new product introductions based on market demand.

Nov 2020 – Sep 2022

Super Seven Stars Int'l Trading Co., Ltd. | Myanmar

Head of Merchandising

- Lead, develop, and support the merchandising team and operational systems to achieve financial objectives.
- Utilize sales data, research, and trend analytics to strategize merchandise categories and optimize product assortments.
- Develop merchandise plans and pricing strategies aligned with strategic initiatives, seasonal campaigns, and growth objectives.
- Manage vendor relationships and negotiate contracts to enhance product offerings.

June 2018 – Oct 2020

Yangon Door2Door (E-commerce) | Myanmar

Business Development Manager

- Provide strategic direction to teams, ensuring alignment with company goals, objectives, and SOPs.
- Address customer issues and oversee interactions to achieve positive outcomes.
- Develop restaurant account strategies, implement promotional structures, and analyze plans based on D2D user data.
- Manage vendor relationships and negotiate contracts to enhance product offerings.

SKILLS

- Developing and implementing organizational strategies.
- Recruiting, developing, and managing a high-performing team.
- Fostering a positive and collaborative work environment.
- Ability to adapt to changing market conditions and industry trends.
- Building and maintaining relationships with stakeholders, clients, and industry contacts.
- Familiarity with relevant technologies and tools for efficient operations.

REFERENCES

Available on request

April 2017 – May 2018
Novotel Yangon Max | Myanmar

Business Manager

- Recruited, trained, and coached 20 team members in customer service and F&B knowledge.
- Achieved a 7% reduction in variable costs through improved overtime and inventory management.
- Boosted customer engagement by 20% with interactive promotions and content strategies.

August 2013 – March 2017

Express Food Group (Member of RMA Group Co., Ltd.) | Myanmar

Area Coach

- Led a team as Restaurant Manager (2013–2014), exceeding business targets through strategic planning and market expansion.
- Successfully launched Swensen's Ice Cream into four new markets.
- Implemented Operational Excellence initiatives, boosting team morale, reducing turnover, and increasing guest satisfaction from 75% to 95% based on QSC metrics.
- Coached and mentored team members to enhance skills in customer service, food & beverage knowledge, and operational efficiency.

May 2011 – June 2013

Vendome Paris, Stand Alone Restaurant | Dubai, UAE

Restaurant Manager

- Managed daily restaurant operations, ensuring high standards in food quality and presentation.
- Delivered ongoing training to team members to boost skills and enhance customer satisfaction.
- Motivated staff to exceed sales targets, effectively managed costs, and maintained quality standards.

June 2008 – May 2011

Landmark Group | Dubai, UAE

Assistant Restaurant Manager

- Scheduled and directed associates daily to optimize productivity, ensuring efficient work assignments.
- Maintained cleanliness across the bar and front-of-house areas to uphold high standards.
- Regularly communicated with guests to ensure satisfaction and promptly addressed their needs.

March 2006 – May 2008

Al Raha Beach Hotel | Abu Dhabi, UAE

Restaurant Supervisor

- Managed reservations for a restaurant and organized special events upon customer request.
- Promoted daily specials and popular drinks, contributing to a 20% increase in drink sales.
- Accommodated guest needs, including child booster seats and wheelchair access, ensuring smooth dining experiences and prompt resolution of concerns.