

Jaymes Khell

Bangkok.Thailand

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Nationality: British



Experience Snapshot:

- *Automotive Coating: Refinish = 20 years*
- *Construction Chemicals: Ground Consolidation, Coatings, Flooring, Waterproofing, Concrete repair, CIPP, UGC (TBM & Drill & Blast Tunnelling) = 22 Years*
- *Tutoring and mentoring non English speakers theoretical and practical technical competencies*
- *Technical/Regional/Business Development Management/Country Management*
- *Primarily worked and represented German MNC's*
- *Working & Living in SE Asia/South Asia for the past 27 Years (1996-present day)*

September 2022 – Present Day: **Hammersmith Group (Thailand)**

Business Development Manager: (based in Bangkok)

- Responsible for revising and maintaining a marketing campaign through brand awareness. building a presence via engagement via appropriate social media platforms, revision of the website & undertake an aggressive networking schedule.
- Proactively identify and secure additional technologies, products and services to complement the existing portfolio of services and solutions offered by the company
- Proactively endeavor to increase the footprint of potential customer via industry or location.
- Manage projects as per requirements acting as the liaison between the company and the clients senior management.

May 2021 – August 2022: **Cormix International**

Technical Manager: Domestic & Export (based in Bangkok)

- Responsible of managing all technical related requirements. Inclusive of Technical Service to undertake product trails, demos, testing and customer support.
- Responsible for Domestic and International Key Account support and training
- Responsible for developing and initiating projects in line with company the sales and product development strategy

January - June 2019: BASF (Thai) Ltd
Tunneling and Mining Product Segment Manager - ASEAN
& Infrastructure Sales Manager (Thailand) (based in Bangkok)

- Responsible of leading ASEAN sales and support organization. Develop and drive the implementation of the product segment strategies across the cluster in line with project pipeline opportunities for each country.
- Provide, sales and technical support to the local countries in the ASEAN cluster, ranging from competency building and testing of the sales/technical team, to presenting at relevant industry associations, conferences, and major events.
- Responsible for developing and maintaining industry relationships with major key accounts, customers and clients within the region.
- Oversee price margin management elements of the portfolio, setting high and low brackets for the Underground Construction product portfolio.
- Monitor industry trends and competitor developments, with a view implementing actions to maintain / improve market share.

October 2017- December 2018: BASF (Thai) Ltd
Head of Construction Chemicals (based in Bangkok)

- Responsible for leading and managing sales, marketing, technical service, and production team to achieve the assigned targets (EBIT, revenue, gross market, cost management and market share) for Admixture (AS) and Construction Systems (CS) in Thailand.
- To plan, organize, control, develop and conduct the business together with a team in line with local and regional KPI's in pursuit of agreed NS3P/cCM1 & objectives.
- Actively represent and support objectives and interests of BASF and Construction Chemicals, both externally and internally.
- Contribute to best business practices in line with corporate guidelines (e.g., EHS); long-term competitiveness of BASF and particularly with the business entrusted.

December 2014 - September 2017 JK Consultation (Thailand)

- Teaching: **Maha Sarakham University (MSU)**

- **14 Month Consultative Contract : TTI Global (Thailand/China)**
Ford Component Sales Project Manager (Based in Thailand)

I was contracted by TTI Global for Ford Customer Service Division (FCSD) / Asia Pacific to undertake a study to analyze the feasibility of selling Ford Components in the Asia Pacific markets.

This was in line with Fords 2016 Business Plan for increased Component Sales in the AP Region.

Potential business was identified upon conclusion of the study and subsequently FCSD AP extended the contract to enable identification of products, key markets and a business case to be formulated with a view to FCSD AP commencing in Asia Pacific by Q2 2016.

January 2014 - November 2014: Took time out to clear some personal matters and refocus on my career choices

January 2013 ~ December 2013: Herrenknecht Asia Ltd

Sales & Project Manager Utility Division, South Asia *(based in Bangkok, Thailand)*

Responsible to grow market share and increase sustained sales within this region.

- To date have developed and implemented a strategy providing focus and clarity for future growth for Micro tunnelling / Pipe Jacking technologies via a comprehensive understanding of market dynamics within Urban Water Supply and Water Treatment Sectors, Oil & Gas, Desalination and Sea Outfall/Intakes.
- Initiated closer relation with technical associates such as TAI and CBIP to promote awareness of Micro tunnelling and state of the Art developments in mechanized tunnelling technologies such as Direct Pipe & Pipe Express.
- Secure new sales for forthcoming projects in advance with current 2014 forecast sales of 8 Million Euros.

May 2010 – December 2012: BASF India Limited, Underground Construction

Manager of MEYCO Underground, South Asia *(based in New Delhi & Kolkata, India)*

Tasked with further developing scope of business across South Asia attuned with the growing market requirements/trends and in-line with global growth strategy.

- Via a team of regional UGC dedicated managers took the business from 5.8 m Euro in 2010 to 7.4 m Euro in 2012 in a market that has seen a strong increase in competition.
- Oversaw the growth in the metro market, laid the groundwork for entry into UGC mining, plus defended the position in the hydropower and transport tunnelling sectors. Outside of South Asia, participated in designing and implementing the development and launch of the MEYCO UGC Competence Passport Training initiatives for ASEAN.

June 2002 – April 2010: Minova International (Formally, CarboTech GmbH and now part of the Orica Group)

Sales Manager (Civil) SE / South Asia *(based in Bangkok)*

Initially tasked with opening the APAC / South Asia markets via product awareness and development of new market opportunities throughout the region for the range of products and solutions specified for the underground civil construction sector. Subsequently responsible for product and market development in remedial trenchless/CIPP sewer repairs technologies for Asia Pacific. Reporting directly to the Minova GM Tunnelling Asia Pacific, this post has involved market analysis, project analysis, product development, logistics utilization and stock holding, hands on application, technical and training field support in both the civil construction and sewer rehabilitation field.

- Grow Asian network of applicators and turnover for injection resins, rock bolts & polyester resin cartridges from Euro 25,000/annum to 1.5 Million over 36 month period (2004-2007)
- Initiated remedial Dam repair programme in SE Asia via extended warranty programme with authorised applicators.
- Developed project specific high performance CIPP ambient cure Organo Mineral resin for remedial repairs for Singapore water catchment area rehabilitation prior to Marina Barrage construction. Focus on maximum installation turn around/shift for new applicators with no experience. Total sales value over 6 months project time line Euro 850K (2009)

March 2001 – June 2002: Akzo Nobel Car Refinishes

Chief Representative (*based in Ha Noi, Vietnam*)

Responsible for the Car Refinish organization throughout S E Asia via technical and commercial training initiatives and assisting in product development, evaluation and testing in accordance with market requirements within the Asia Pacific region.

- Initiated the introduction of ANCR products and services into Vietnam via an exclusive dealer network.
- Successfully initiated and operated the Representative Office in Hanoi.
- Implemented practical and theoretical training to Dealer staff in relation to technical and commercial/marketing directives in accordance with Akzo Nobel global brand values.

June 1998 – March 2001: Akzo Nobel Car Refinishes

Technical Manager Malaysia/Singapore (*based in Kuala Lumpur, Malaysia*)

Responsible for building brand awareness/values of existing product range and coordinated introduction of new water-bourne refinish technologies into the market. Initiated via a global programme for reduction of VOC's in refinish and OEM.

- Initiated regular training programmes nationally to increase utilisation and understanding of brand values and the benefits of a 'Quality Systems'.
- Head and report new product market testing and requirement within Malaysia/Singapore
- Initiated 5 Year Paint Warranty Programme (the first in South East Asia)
- Establish local OEM contact with regard to regular colour collection & production numbers.

June 1996 – June 1998: Yontrakit Service Co., Ltd

Paint & Bodyshop Project Manager, Thailand (*based in Bangkok*)

Contracted on a two year basis to implement the set-up and installation of a number of BMW standard Paint & Bodyshops within metropolitan Bangkok.

- Designed an efficient workshop layout within the parameters of existing dealer facilities and identified and recommended appropriate equipment, refinish coating & management systems implementation.
- Recruited administration and production staff, and initiated required training.
- Oversaw the completion of each project to a satisfactory conclusion.

April 1992 – June 1996: Elms BMW

Bodyshop Manager (*Bedford, England*)

Contracted by Bedfordia Motors Group to take charge of their modern Bodyshop facility which was built to cope with increased trade through their multi-franchise operations covering Bedfordshire and district. Answerable directly to the Managing Director regarding the weekly operation of the Bodyshop, the main areas of responsibility other than associated with the scheduling of daily operations and employee task allocations were: The organization of finances, promotion, customer and insurance company liaison and the introduction and control of quality systems.

- Designed state of the art Paint & Bodyshop facility to corporate standards. Introduction of management systems and best practices in line with newly launched National BMW Paint & Body extended warranty initiative.
- Gained major Insurance Company approvals for best practices and efficiency
- Grew business from design/green field site to turnover of GBP500K/annum within 24 months.

Oct 1988 – April 1992: Sewells BMW

Bodyshop Supervisor (*Bishops Stortford, England*)

Employed as the Bodyshop Supervisor to assist the Aftersales Manager with tasks associated with administration and productivity. The main responsibilities of the position were to oversee workshop operations whilst acting in a concurrent environment regarding site expansion and development, recruitment, and running of both the BMW Bodyshop and a non-franchise facility which was introduced to cope with increased onsite workloads.

- Took 1st place in BMW Network Bodyshop of the Year (1989)
- Heavily involved in recruiting apprentice applicants for the newly launched BMW Bodyshop Apprenticeship Scheme. Mentored 2 applicants through the 3 year programme which they passed with distinctions.
- Promoted through to occupy the post of Assistant Bodyshop Manager and then to Bodyshop Manager within 18 months of commencing this tenure.

March 1987 – Oct 1988: Magpie BMW

Bodyshop Supervisor (*Cambridge, England*)

Employed to aid the site Manager in developing and promoting the new Bodyshop operation. This position was also in a productive role with 'hands on' applications and Bodyshop Foreman responsibilities. However, the main tasks were eventually to be similar to those carried out in the ensuing appointment.

Nov 1985 – March 1987: Birch's VAG

Sales Refinisher (*Cambridge, England*)

The main operations pertaining to this position were related to the preparation and refinishing of re-stock and newly plated vehicles. Working within strict time constraints and to a high standard specified through VAG directives. A high content of 'hands on' applications supported by administration associated budget, stock and time controls.

Sept 1977 – Nov 1985: P&R Coachworks

Trainee (*Cambridge, England*)

Started as trainee refinisher/panel beater and progressed through several years of experience to attain expertise in refinishing and control of applications regarding all aspects of crash damage, cosmetic body repairs & refinish coatings system applications.

EDUCATION

Sept 1972 – June 1977 Linton Village College Cambridge, UK

CSE Qualifications:

English Geography Technical Studies Biology Chemistry Physics

City & Guilds: August 1981

Level 3 Certificate in Auto Body Repairs Competences 4 Components Pass/Credit

Open University: Sept 1991

Bachelor of Arts: Business & Marketing (Awarded with lower second Class Honours)

DEVELOPMENT COURSES

BASF India Limited

Blue Ocean Strategy Zurich (July 11)
Prospective Training (Pt1) Mumbai, India (Sept 11)
Prospective Training (Pt2) Mumbai, India (Oct 11)
Conflict Management Mumbai, India (Feb 12)
Stress Management Mumbai, India (April 12)

Akzo Nobel Courses:

ANCR BSP Bodyshop Profitability Singapore, (March 02)
ANCR Securing Bodyshop Efficiency KL, Malaysia (Feb 02)
ANCR PCS Bodyshop Design (Pt 2) Melbourne, Australia, (Aug 01)
ANCR PCS Bodyshop Design (Pt 1) Singapore (April 01)
ANCR PSS Professional Selling Skills Singapore (April 01)
ANCR: Train the Trainer (Pt 1) Singapore, (June 00)
ANCR: REACH Coaching Excellence Atlanta, USA (March 00)
ANCR: Product Training II Bangkok, Thailand (Sept 99)
ANCR: Solving Application Errors Guangzhou, China (Oct 99)
ANCR: Colour Tinting Singapore (June 99)
ANCR: Pearl & Fade Out Technique Nagoya, Japan (August 98)
ANCR: Product Introduction Bangkok (July 98)

BMW Courses:

BMW: New Model Technology BMW (GB) (Dec 96)
BMW: Effective Promotions BMW (GB) (June 94)
BMW: Managing a Winning Team BMW (GB) (May 94)
BMW: Technical Awareness BMW (GB) (Dec 93)
BMW: Product Liability BMW (GB) (Oct 93)
BMW: Dealer Development BMW (GB) (Sept 93)
BMW: Time Management BMW (GB) (May 93)
BMW: Commercial Awareness BMW (GB) (Feb 92)
BMW: BS 5750 Initiative BMW (GB) (Feb 92)
BMW: E36 Product Knowledge BMW (GB) (May 91)
BMW: Technical Management II BMW (GB) (April 91)
BMW: Professional Supervision BMW (GB) (June 90)
BMW: Bodyshop Estimating BMW (GB) (Oct 89)
BMW: Technical Management I BMW (GB) (Sept 89)
BMW: Bodyshop Management BMW (GB) (June 89)

Other Courses:

VAG: Product Knowledge VAG (GB) (Jan 86)
VAG: Warranty Refinish Procedures VAG (GB) (March 86)
BASF: Product Knowledge BASF (GB) (May 81)
ICI: Product Knowledge ICI (Slough) (Aug 81)