ARRIYA NAOPRAKHON

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PROFESSIONAL SUMMARY

Operations and project management professional from CPF's rotational leadership program, with ~2 years running **end-to-end process improvement and governance projects** across 20+ farms and 24 plants. Turns recurring field problems into systems: root-cause analysis (5 Whys), SOP design and governance, data-based performance tracking, and aligning stakeholders from frontline staff to top management. Hands-on with **Excel (Power Query), SQL, BigQuery, Looker Studio, Power BI and AppSheet**.

PROFESSIONAL EXPERIENCE

Charoen Pokphand Foods Public Company Limited (CPF) **Jul 2024 – Apr 2026**

Potential Leaders Development Program

Business Development – Pricing & Commercial Operations (Pork) *CPFGS* *Feb 2026 – Apr 2026*

- Scaled a daily price-recommendation tool from one region to **nationwide (11 regions, 24 plants)**, automating **50–60K rows** of order data with Excel Power Query; **80–90% of recommendations adopted**, contributing an estimated **฿1M+ incremental profit per month**.
- Added plant-level order fill-rate views to separate true supply shortages (raise price) from single-plant gaps, routing the latter to the inter-plant transfer team.
- Co-sponsored **6 Management Trainees**, coaching root-cause and target-driven planning; guided them to align logistics and plant heads on late deliveries, **retaining a key account and ~฿1M in sales**.

Business Development – Shrimp Farm Strategy *CPFTH* *Oct 2025 – Jan 2026*

- Redesigned **SOP governance for ~150 staff across 20 farms**: revised SOPs with experts and built a closed loop of exam, retraining, retest, plus weekly SOP learning sessions.
- Introduced the **first SOP accountability policy** for farm staff, aligned with HR and top management after an initial rejection by presenting a data case (zero reported mortality vs. 50% actual survival); staff not completing the exam cycle fell from **~40% to under 5 of 150**.
- Ran data checks on the pond checklist system, cross-checking reported mortality against photos and water data, escalating mismatches, and setting photo standards with the AI team for automated detection.
- Drove a biosecurity program across 20 farms: **80% of farms improved audit scores** in 3 months and **the first 2 farms passed** the lab's strict standard.

Project Manager – Shrimp Farm Enhancement *CPFTH* *Jan 2025 – Sep 2025*

- Managed **10+ end-to-end improvement projects across 5 farms**, running 2–3 in parallel on 2–3-week cycles, from on-site problem finding and 5 Whys analysis to long-term fixes.
- Challenged the assumed cause of abnormal nitrite levels using historical data and, with national lab experts and veterinarians, identified microbial imbalance; **levels returned to safe range within 2 days**; the fix was written up as a best practice and shared with **farms nationwide**.
- Drove adoption of an SOP-based Excel template to estimate shrimp population and size for harvest planning, training farm managers and running the numbers with them weekly, generating **฿2–3M annual savings across 3 farms**; later rolled out nationwide.
- Built an **AppSheet risk tracker** for farm and lab teams across 5 farms with weekly follow-ups, cutting risks unresolved after a week from **40% to 10%**; pulled weekly growth, FCR and biomass data from Power BI and flagged underperforming ponds to farm teams.

Future Leader Program

Management Trainee – Fresh Shrimp Sales (B2B) *CPFGS* *Jul 2024 – Dec 2024*

- Grew monthly shrimp sales in my territory from **~฿1.2M to ~฿3M** in 6 months and raised market share from **60% to 75%**, beating target.
- Segmented territory customers by preferred size and buying behavior and shifted quoting from floor price to list price with end-of-day discounts only to clear stock, adding **฿0.2M/month in margin** without losing volume.
- Retained key accounts worth **฿0.3M/month (25% of shrimp sales)** at risk over late deliveries by re-sequencing routes with logistics and checking their delivery order daily.

PROJECTS

- **POS Merchant Dashboard (self-directed, 2026):** built an end-to-end pipeline from Google Sheets to BigQuery (SQL) to Looker Studio to track merchant sales KPIs.

EDUCATION

Chulalongkorn University – B.A. in Agricultural Resources Administration, **First Class Honors (GPAX 3.81)**

SKILLS

Operations & PM: Process improvement, SOP design & governance, root-cause analysis (5 Whys), KPI tracking, project management, stakeholder & change management
Data & Tools: Advanced Excel (Power Query, Pivot, XLOOKUP/INDEX, macros), SQL (basic), BigQuery, Looker Studio, Power BI, AppSheet, Google Workspace
Languages: Thai (native), English (business reading & writing)