



CONTACT

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SKILLS / TOOLS

- **Product & Leadership:**
Product strategy & roadmapping, multi-team leadership, Agile/Scrum, Resource management, Stakeholder management, Dependency management, Digital product development
- **Product & Planning:**
SDLC ownership, Jira, Confluence, Notion, Figma
- **Analytics & Data:**
GA4, Firebase Analytics, AppsFlyer, SQL, VWO
- **Engineering / Architecture:**
REST APIs, JSON, Swagger, Event-driven architecture, Web performance metrics (LCP, CLS, TBT)
- **QA & Release:**
SIT/UAT management, Release governance, Beta testing frameworks, Incident Management

LANGUAGES

Thai
Native

English
Professional Working

PUBLICATIONS

- Color Recovery of IR Image for Tele-operated robot
- A STUDY OF POST-MERGER CONFLICT CAUSES IN ORGANIZATION: A CASE STUDY OF COMMERCIAL BANK IN THAILAND

PORTFOLIO



Scan or visit cinary.io — case studies, product decisions, and how I work.

Suthawan Jirandorn (Cin)

Delivery & Program Leadership · Commerce Platform

Bangkok, Thailand

Professional Summary

Product leader with 12+ years building consumer-facing digital products across food & beverage, banking, and consumer electronics. With a delivery bias: I am usually the person who sees a date slipping before it slips, and who decides what ships anyway. Engineer by training, product owner by trade, so I estimate and scope alongside engineers rather than at them.

EXPERIENCE

Jollibee Foods Corporation

Director of Product *April 2026 – Present*

Senior Technical Product Owner *February 2024 – Present · 2+ years*

Own two platforms end to end — a digital commerce platform (iOS, Android, web) live in the Philippines, and the marketing website and CMS — including the commerce middleware and integration layer behind them. Built with an external engineering vendor.

- **Product strategy & roadmap** — Own product vision and the unified roadmap for the Philippines digital channel, covering ordering, payments, promotions and CMS, with engineering, operations, marketing and data leadership.
- **Ways of working** — Established the delivery practice on the platform: requirements-gathering process, PRD standard, scrum cadence (grooming, planning, refinement, demo), and the release announcement format.
- **SDLC ownership end to end** — Own intake, refinement, definition of ready/done, SIT/UAT coordination and release sign-off with engineering leadership. Introduced beta programmes as a phased-rollout gate across three releases, reducing defects reaching production.
- **Concurrent multi-market delivery** — Ran multiple streams in parallel as product owner: the Philippines platform, a fraud-prevention integration for North America, and a point-of-sale integration for Malaysia.
- **Cross-team dependency ownership** — Identify dependencies across the multi-layer stack (frontend, middleware API, commerce engine) and its upstream and downstream systems, and drive resolution directly with the owning teams so dependent work is sequenced rather than blocked.
- **Release triage** — Own the call when a release is at risk: what ships partial, what defers, what genuinely blocks — and re-set the plan with stakeholders before the date moves rather than after.
- **Shared platform library** — Built and maintain the global template the Philippines and Malaysia apps are both built from: a shared component library with brand-level customisation, adopted on a pull basis. Two template lines, one commerce-centric and one loyalty-centric.
- **Cross-market support** — Support two Product Owners covering North America and Malaysia on prioritisation and delivery approach; author the handover documentation, runbooks and QA tracking the Philippines team now operates.

Achievements

- **Checkout Conversion** — Improved end-to-end ordering reliability and checkout flow, contributing to higher conversion rates across Jollibee PH's web and app platforms.
- **Operational Readiness** — Led 3+ beta programs, enabling phased rollout and reducing launch defects.
- **Content Delivery Efficiency** — Delivered the new Jollibee PH marketing website with improved ops, better SEO structure, and faster update cycles for the content team.

Minor Food Group

2 years 2 months

Development Manager

June 2023 – February 2024 · 9 months

- Develop and implement project plans, oversee project progress, identify potential issues, and take corrective actions to ensure on-time delivery.
- Build developer teams through recruiting and training; assign tasks, conduct performance evaluations, and implement improvement plans.
- Liaise between development team and stakeholders, providing regular updates on project progress.

Channel Product Owner

January 2022 – February 2024 · 2 years 2 months

- Manage the product backlog for the two largest brands — two engineering teams, prioritizing user stories, features, and product-related items across their mobile apps and websites.
- Collaborate with stakeholders to gather and document detailed product requirements; break down into user stories for development teams.
- Work closely with the development team in Agile methodology — full scrum cadence (grooming, planning, refinement, demo)
- Provide clarifications and make scope/priority decisions during development.
- Coordinate smooth product deployments with developers, DevOps, QA, and business teams.

TMB Bank PCL

Specialist – Commercial Digital

February 2019 – December 2021 · 2 years 11 months

- Understand user pain points and end-to-end business processes; coordinate with business units to gather requirements and translate into functional specifications and application flows.
- Develop project plans and prioritize phasing to monitor and track progress.

- Manage internal IT resources and vendors to deliver projects within committed timeline, scope, and budget.
- Provide solution options and workarounds for issues encountered by end users.
- Perform System Integration Testing and coordinate User Acceptance Testing.
- Report project status and escalate issues to management.

Thai Samsung Electronics Co., Ltd.

Business Development

August 2016 – January 2019 · 2 years 6 months · Bangkok Metropolitan Area

- Liaise with headquarters, partners, and vendors to deliver Samsung Pay features (online payments, partner integrations).
- Manage Samsung Pay application on the global platform and maintain product content with outsource vendors.
- Provide technical solutions to fulfil business requirements and support sales-driven marketing campaigns.
- Source vendors, manage projects from initiation to launch, and handle budget and QA processes.
- Design wireframes and UX/UI to meet business requirements.
- Coordinate with Customer Service / Call Centre to manage marketing campaign feedback.
- Cooperate with RHQ PM and development team to enhance existing applications and develop new platforms.

Wisdom Vast Co., Ltd.

HTML5 Developer and Project Manager

May 2013 – June 2016 · 3 years 2 months · Bangkok Metropolitan Area

- Develop Smart TV VoD applications using HTML5, JavaScript, CSS, and Smart TV libraries with JSON server communication.
- Develop hybrid mobile applications (HTML5-based) using Cordova framework.
- Gather client requirements, design workflows, and propose solutions with cost breakdowns.
- Coordinate with developers and designers to implement websites and applications.
- Conduct usability testing and share results with the team for UX improvement.
- Deliver projects to clients and collect feedback to feed back to the team.

EDUCATION

College of Management, Mahidol University

Master's degree, Business Management

2019 – 2021

Thai-Nichi Institute of Technology

Bachelor's Degree, Computer Engineering

2009 – 2013

Osaka University

Exchange Student, FrontierLab@OsakaU

2012 – 2013