

Christian Reiners, MBA

Regional Commercial & Technology Leader | Consumer Goods | APAC

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Professional Summary

Regional commercial and analytics leader with 15+ years of experience in Consumer Goods across Asia.

Specialized in commercial transformation, data strategy, and business intelligence, leading cross-functional teams and large-scale technology rollouts across multiple markets.

Proven ability to align commercial strategy, analytics, and technology to drive revenue growth, operational efficiency, and decision-making at executive level.

Core Expertise

- Commercial Transformation in Asia
- Bridging Technical and Commercial Skillsets
- Data Strategy & Architecture
- Business Intelligence & Analytics
- Regional Program Leadership
- Consumer Goods & Retail

Professional Experience

DKSH Thailand Limited

05/2023 – 03/2026

Bangkok, Thailand

Director - Insights & Analytics and Commercial Investment

- Promoted to regional director role overseeing Consumer Goods Insights & Analytics and Commercial Investment teams across 11+ countries.
- Lead a team of four BI developers delivering PowerBI dashboards for BU and non-BU stakeholders in supply chain, finance, and external clients like P&G or Beiersdorf driving data-driven decision-making across 11 markets and hundreds of users.
- Acted as change leader promoting data-driven decision-making across commercial teams to drive top-line growth.
- Led the consolidation of fragmented commercial data systems into a regional data lake architecture supporting cross-market analytics and standardized reporting across 11 markets.
- Engaged with stakeholders from ground-level teams to C-suite executives ensuring initiative buy-in.

05/2020 – 05/2023

Bangkok, Thailand

Senior Executive Manager - Commercial Investment

- Global Business Process owner for Trade Promotion Management workflows across all FMCG markets.
- Led global adoption of Trade Promotion Management solution across 11 FMCG markets impacting 1000+ employees across Asia.
- Piloted tools to drive transparency and optimize ROI using SAP and PowerBI.
- Owned content development and delivery for commercial training across the FMCG business unit.

06/2019 – 04/2020

Bangkok, Thailand

Luxasia Siam Co., Ltd.

Business Project Leader - COO Office

- Thailand P&L lead for SK-II business, increasing operational efficiency and profitability.
- Led successful onboarding of SK-II and Avene brands in Thailand.
- Directed retail excellence programs in Indonesia, enhancing in-store & operations.
- Key member in procurement spend optimization and vendor bidding strategy.

DKSH Thailand Limited

11/2016 – 06/2019 Bangkok, Thailand	Senior Manager - Sales & Marketing Excellence • Led Sales Force Effectiveness initiatives across Asia, supporting performance measurement and tool adoption. • Directed the global rollout of a TPM system impacting 1000+ employees. • Supervised a team of four and revamped internal reporting structures to enhance efficiency and transparency. • Reduced lead time of performance reports and improved monthly KPI delivery processes. • Developed consolidated customer database infrastructure for two business units and four segments.
04/2014 – 11/2016 Bangkok, Thailand	Project Manager - Business Transformation • Independently led transformation programs across six Asian markets, aligning local business with global standards. • Reworked local operating processes with global standard templates evaluating on the ground impact and facilitating win-win alignments in adjustments. • Engaged C-level and senior leadership on implementation and progress reporting. • Facilitated steering committee meetings and tailored implementation models to regional requirements.
10/2010 – 03/2014 Bangkok, Thailand	Hypertrade Consulting Co., Ltd. Solutions & Systems Manager / Consultant / IT Manager / Customer Service Manager • Promoted to leadership overseeing IT, client reporting, and process innovation across SE Asia. • Implemented category analysis tools and automated reporting systems reducing turnaround by 80%. • Managed and trained a team of twelve, improved efficiency and reduced turnover. • Led retail and consulting projects in Myanmar, Malaysia, Thailand, and Vietnam. • Designed SOPs, pricing systems, CRM tools, and customer engagement strategies for key retailers.

Education

2009 – 2010 Bangkok, Thailand	MBA, International Business Stamford International University GPA: 3.77/4.0 Awards: Industry Champion (Glo-bus.com)
2005 – 2009 Venlo, Netherlands	Bachelor of Economics & Dipl. Kfm. (Accounting, Controlling & Finance) Fontys University of Applied Sciences 4-year Degree: Dipl. Kfm. is equal to a Master of Business Administration Awards: GoGlobal Grant, Cambridge Exam
2008 – 2008 Kuala Lumpur, Malaysia	Certificate - Malaysia International Business Program KDU College & Helsinki School of Economics

Languages

German	English	Thai
Native	Full Professional Proficiency	Developed Proficiency

References

References available upon request

Skills & Expertise

Leadership & Strategy

- Commercial Excellence
- Business Process Optimization
- Change & Project Management
- Cross-functional Leadership

Analytics & Data

- Power BI, Metabase
- Data Lakes & Warehouses
- CRM and ERP (Salesforce, SAP)
- ROI Analytics

Technology

- AI and Process Automation
- SQL (MySQL, PostgreSQL)
- JavaScript, VBA, YAML
- Linux (Server), Windows

Personal Interests

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| • Technology | • Long-distance Running | • Swimming |
| • Mountaineering | • Reading (Business, History) | • Exploring Cultures |