



DERICK CHOW

VERSATILE PROFESSIONAL | AQUACULTURE, BUSINESS
MANAGEMENT & STRATEGIC GROWTH

CONTACT

- +66 061 925 7392
- Samut Prakan, Thailand
- Derickczh@gmail.com

SKILLS

- Aquaculture & Hatchery Management
- Business Strategy & Market Expansion
- Marketing & Digital Growth Strategies
- Operational Efficiency & Process Optimization
- Strategic Partnerships & Sales Growth
- Aquaculture Technology & Innovation
- Financial Planning & Budgeting
- Cross-Functional Team Leadership
- Client Relationship & Stakeholder Management
- Data-Driven Decision Making

LANGUAGES

- English (Native)
- Chinese (Fluent)
- Bahasa (Conversational)
- Thai (Conversational)

EDUCATION

Univesity College Dublin
Bachelor of Science in Marketing
2017 - 2019



PROFESSIONAL SUMMARY

Dynamic and results-oriented business leader with a proven track record in **aquaculture operations, business management, marketing, and strategic planning**. Adept at leading cross-functional teams, optimizing operational efficiency, and driving revenue growth in **diverse industries**, including **aquaculture, hospitality, and technology**. Experienced in **scaling businesses, forming strategic partnerships, and integrating cutting-edge technologies** to enhance productivity. Passionate about **sustainable aquaculture solutions and innovation in crawfish farming** to improve hatchery performance and business sustainability.



WORK EXPERIENCE

Thailand Crawfish 2021- PRESENT
Marketing & Hatchery Operation Manager

Key Responsibilities

- Spearhead sales and marketing strategies to drive brand awareness and revenue growth in the Thailand market.
- Develop and execute integrated marketing campaigns, including digital marketing, B2B partnerships, and direct sales initiatives.
- Oversee hatchery operations, ensuring optimal breeding, hatching, and juvenile production efficiency for sustainable crawfish farming.
- Manage client relationships, contract negotiations, and business expansion initiatives for aquaculture technology solutions.
- Research and implement advanced aquaculture technologies to enhance yield, survival rates, and sustainability.
- Coordinate cross-functional teams across R&D, logistics, and customer service for streamlined operations.
- Monitor market trends and competitor activities, adjusting business strategies for competitive advantage.
- Represent the company at global aquaculture conferences and trade shows to strengthen industry presence.

Key Achievements

- Increased sales revenue by 250% through targeted marketing and strategic partnerships.
- Improved hatchery productivity and juvenile survival rates with advanced aquaculture technology.
- Introduced automated hatchery systems, reducing labor costs and boosting efficiency.



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WORK EXPERIENCE

Singapore Thai Chamber of Commerce 2021 - 2025
Director, Charity & Marketing

Key Responsibilities

- Lead marketing and charitable initiatives, fostering strong business relationships within the Thai-Singaporean community.
- Organize high-impact business events and outreach programs to enhance chamber visibility and support economic collaboration.
- Develop strategic partnerships with key industry leaders to promote trade and investment opportunities.
- Implement corporate social responsibility (CSR) programs to support local businesses and entrepreneurs.

Key Achievements

- Successfully expanded the business network by 20% through strategic events and initiatives.
- Launched community-driven marketing campaigns, increasing engagement and membership.

i-Motor Marketing Thailand 2020 - 2023
General Manager

Key Responsibilities

- Spearheaded operations, marketing, and strategic planning for Thailand's first electric motorcycle start-up.
- Established key partnerships and supply chains to streamline production and market expansion.
- Led a multi-disciplinary team to successfully launch and scale the brand in the Thai market.
- Managed financial planning, pricing strategies, and business operations to maximize profitability.

Key Achievements

- Expanded market reach, increasing sales by 60% within the first year of operations.
- Developed a customer-focused marketing strategy, significantly improving brand recognition.