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CP Axtra Public Company Limited — Executive Leadership

*Mr. Tarin Thaniyavarn, Group Chief E-Commerce Officer & Group Chief Technology & Data Officer
via Connexus Global (Charlie Lilburn)*

Re: Chief Technology Officer

สวัสดีครับ คุณธาริน (Dear Mr. Thaniyavarn),

The CTO opportunity at CP Axtra immediately resonated—not because of the title, but because of the problem. Scaling Thailand's #1 grocery e-commerce ecosystem from 18% to 50% digital revenue, building world-class platform capabilities across Makro's B2B and Lotus's D2C channels, and elevating engineering talent in Thailand and China. This is precisely the intersection of commerce, platform architecture, and Asia-Pacific engineering leadership where I've spent the last seven years at adidas.

At adidas, I oversee five interconnected product areas that mirror CP Axtra's technology challenge: **(1) adidas.com**—a \$9B global e-commerce platform built on Salesforce Commerce Cloud serving 100M+ consumers across 50+ markets; **(2) Mobile apps** across 41 markets with native iOS/Android experiences driving 40%+ of digital revenue; **(3) Consumer engagement** powering the 300M-member adiClub loyalty program—personalization engines, CRM, and lifecycle marketing at massive scale; **(4) Omnichannel**—the critical integration layer connecting these consumer-facing experiences to complex SAP ERP, supply chain, and fulfillment systems to enable seamless cross-channel user experiences; and **(5) Retail technology**—IoT-connected stores, magic mirror fitting experiences, endless aisle applications, and portable integrated POS systems across thousands of retail locations worldwide.

I joined adidas in 2019 as an internal full-time Global SVP of Engineering on the ground in Herzogenaurach and Amsterdam, leading 1,000+ engineers across seven global hubs including our Shanghai technology team. Since 2022, I've continued in the same role and scope as an external strategic resource, maintaining continuity across all five product areas while also building We The Flywheel—with distributed engineering and marketing operations across Thailand, Vietnam, Philippines, and Indonesia. This dual perspective—deep enterprise operator plus entrepreneurial builder—is exactly what CP Axtra needs to both elevate the existing engineering organization and build new platform capabilities at speed.

The mandate to integrate Makro PRO's B2B ordering with Lotus's D2C consumer experience maps directly to what I've built at adidas: unified commerce architecture connecting wholesale and retail channels through shared product catalogs, inventory systems, customer data, and fulfillment networks. The China dimension is equally familiar—I've managed the adidas Shanghai tech team and deep marketplace integrations across Tmall, JD.com, and WeChat.

I'm based in Asia with active operations in Thailand and ready to commit fully to this role. I've distilled two decades of technology leadership into an operational model I call **eUSA**, which I introduce in my portfolio at prommer.net/cpaxtra-cto-2026.

Best regards,

Thomas Prommer

Executive Portfolio: prommer.net/cpaxtra-cto-2026/

Video introduction, Asia-Pacific leadership experience, and B2B/D2C commerce credentials