



Educations:

- 1975 – 1978 Bachelor Degree in Business and Administration (BBA): major in Accounting, minor in Marketing, Thammasat University
- 1979 Higher Diploma in Auditing (HA), Thammasat University
- 1983 – 1986 Master Degree in Business and Administration (MBA), Thammasat University
- 1999 – 2002 Doctor in Business and Administration (DBA), University of South Australia, Adelaide, Australia
- 1997 Continuous Education and Development for Executive Program – CEDEP, INSEAD, Fontainebleau, Paris, France
- 2001 Controller in Hospitality Management – Hamburger University, Oak Brook, Chicago, Illinois, USA
- 2007 International Certificate in Sport Management United States Sports Academy (USSA), Alabama
- 2008 International Certificate in Sport Management United States Sports Academy (USSA) - Sites Forum : Chula Vista - Olympic Training Center, University of Southern California (USC), Auburn University, University of South Alabama, Verizon Center , Washington D.C
- 2009 Research Methodology for International Publications, International Graduate School in Business, University of South Australia, Adelaide, Australia

Other Qualification:

- 1982 CPA Thailand registration no. 3197
- 2004 Thai Traditional Pharmacist – Thai Traditional Medicine, Ministry of Public Health
- 2008 International Certificate in Sport Management

Other Social activities:

- 1991, 1993 คณะกรรมการการประชุมนักบัญชีทั่วประเทศ สมาคมนักบัญชีและผู้สอบบัญชีรับอนุญาตแห่งประเทศไทย - Director Thai CPA Commission
- 1998 Participant – WTO , The World Harmonization on Cosmetics and Toiletries , Florence, Italy

- 1997 – 2001 Delegate - The ASEAN Harmonization on Cosmetics and Toiletries Regulatory System, Manila, Phillipines
- 1998 – 2001 Director – The Society of Cosmetics Chemist of Thailand
- 2006 - organizing committee on the World Congress of Rector Forum and the Federation International Sports University – July 2006 Bangkok
- 2007– Organizing committee the Federation International Sports University – August 2007 Bangkok
- 2007 – Organizing Committee – ASPASP – Asians Sports Psychology in the cooperation with Asians Game – December 2007 Nakornratchasima

Guest Speaker and Public Classes:

- 2003 – present Thammasat University, Master degree
- 2003 – present – Asia Business Forum ; e.g
Corporate Financial Reporting
ABC – Activity Base Costing , a Cost Analysis
Marketing to Kids.
- 2006 – present – Kasetsart University , Doctoral Degree and Master Degree, Sport Management
- 2006 – present – Ramkhamhaeng University. Doctoral Degree in Social Science, Business Administration
- 2007 – present – Srinakharinviroj University – Prasarnmitr , Master Degree , Sport Management
- 2007 Strategic Management and Strategy Map for Walailalongkorn Rajaphat University
- 2007 – present – Chantrakasem Rajaphat University, Doctoral Degree, Sport Management

Expertise & Experiences:

- 2006- 2008 – Lawn Tennis Association of Thailand
Initiates and formulates the Business Plan for The National Development on Lawn Tennis Association of Thailand under the King patronage. This Master Plan is the reengineering processes from the existing governmental procedures to be in business processes/sector, as the preparation step /readiness to make tennis

sport moving forward to more in global Management in sport business.

2007- 2008 – research project, sponsors by Sport Authority of Thailand (SAT) and Lawn Tennis Association of Thailand, on the Development Factors influence and motivate tennis sport players and the Development and applied of Sport Science to Tennis sport athletes.

2006 – 2009 advisor to the Sport Authority Region 3 Director in establishing the His Majesty the King 50th Anniversary Stadium, Nakornrajsima: HMK Stadium for sustaining and self support organization (HMK Business Management Model)

Organizing Committee in Technical Support Function for the 24th SEA Games and Asian Para Games

2007 – 2008 The Strategic Management Model for Sport Authority of Thailand. The privatization project of the Sport Authority of Thailand, as the Government Authority, therefore the strategic move with proper strategy map to follow through is crucial importance for the organization to depth understanding and execution –in action accordingly.

2008 – Present – Advisor to the Amateur Softballs Association of Thailand (ASAT). Being plan and lead in forming up the Strategic Management Model for Softball, including the ‘Back Softball’ activities to be included in London Olympic Game

Being the ASAT representative in International Sports Federation (ISF) meeting in Korea

Business and Work Experiences:

1978-1982

SGV-Na Thalang &Co.

Title : Auditor

The audit and management consultant services

There were many business firms that I had experienced to perform the external auditor such as:-

Manufacturing - The Siam Cement Group, CPAC, UNOCAL, VOLVO (Swedish Motors) etc

Logistics – Thai LTV Co.,Ltd and Thai LTV Aerospace Co.,Ltd – the petrochemical industry and logistics system.

Trading – CP Trading, etc

Finance – Patra Thanakit, Union Bank, The Malayan Bank

Insurance – AIA, AIG, New Hampshire Insurance

1982-1986 Honeywell Synertek (Thai) Co.,Ltd Title : Financial Analyst
Integrated circuits manufacturing
Financial Analyst – analyze financial statement and manufacturing data. Give the opinion, comment and recommendation to what had been found.

AT&T Microelectronics (Thai) Co.,Ltd Title : MIS Supervisor
(took over the Honeywell company) **Title : MIS Manager**

System analysis and system design of the financial information and Manufacturing information including shop floor control and production Scheduling. Planning and initiate/set up the MIS functions.

There were 6 persons under my supervision.

Key success/Achievement:

1. **A Take Over business by Buy out** – as the Analyst, assist the management in Deal Diligent between Honeywell and AT&T. value appraisal and AT&T buy out microelectronics' plants in Thailand.

2. **Management Information System** – as being appointed to resume full responsibilities in rolling out the computerized manufacturing process; MRP and Financial application; ERP, as well as the telecommunications. AT&T as well known the world largest telecommunications, hence AT&T Microelectronics Thai being the first data communication company in Thailand by starting the routing network at 1200 bps

3. **Special assignment** – as the government policy to promote the exports, the Customs Regulation of Code 19 bi . Being the first five companies in Thailand in getting approval of Tax Rebate for the export products

1986-1989 Masco Corporation, Ltd Title : Comptroller
Door knob and door lock manufacturing
Set up the manufacturing plant in Thailand. Worked closely with MD and Factory in USA. The job responsibility is the financial, accounting, Personnel, general administration, BOI, customs clearing and process, etc.

There were 4 persons under my supervision

Key success/Achievement:

1. **Company set up** – play important role in setting a company in Thailand, who's the mother company in Huntington Beach, California. As well as assist the management in applying and getting approval from the Board of Investment by granting 8 years of BOI privileges

2. **System set up** – by learning the system from Mother Company at California, being the leader in rolling out the system to local Thai management and hence labor forces

3. **Operation Set up** – business model set up by importing all piece parts of knob, assemble in Thailand, and re-export to customers in all countries all the world.

4. **Organization set up** – as the pioneer, assist the management to structure the organization and recruit the senior management team of Factory Manager\to resume full responsibilities in manufacturing facilities.

Though, being granted BOI privileges , Masco Thailand is able to perform only the assembling plants, at lower volume where economically is not considerably commercialized. As well as the Masco is the direct competing brand with Yale whose market share more than 60 % around the world. Moreover, the mother plant in California is also in a crisis situation (less in market & sales volume) Therefore, the company was closed down after 5 years operated in Thailand.

1989-1993 **Du Pont-TOA Co.,Ltd** **Title:Business Services Manager**
(joint venture of DuPont USA and TOA Thailand) manufacturing and trading of the product of Du Pont car paint.

Responsible of all financial accounting, computer system (integrated with Du Pont Thailand), Sales Administration and order processing, accounts receivable and credit control, warehousing and distribution, personnel and administration.

There were 20 persons under my supervision

Key success/Achievement:

1 **Joint Venture business** – successfully assist the management, after being negotiated over 3 years, in setting up a Joint venture of E.I DuPont de Nemour, the world leading chemical industry, and TOA Co.,Ltd – the local Thai – largest paint industries. To manufacture and distribute car paint products as being known in product line , Lucite and Centari

2 **Business Process and System** set up – a successful business process model by blending the good practice in Du Pont system and applications processes and good practice in TOA sales and distribution system. As a result, Du Pont – TOA is the leading company in car paint industries in Thailand.

**1994-1995 Thai Management Science Co.,Ltd Title: Fin & Admin Manager
Advance Digital Research Co.,Ltd Title: General Manager
Executive Board**

The computer and application solution company. Service support to the Social Security data entry and data management system.

Responsible in finance, accounting, personnel and administration. In the last year services, the responsibilities also extended to sales, marketing, service and support, and government coordinator. There were 35 persons under my supervision

The company was closed down as a result of Economic Crisis

**1995 Alphatec Electronics (public) Co. Title: Corporate Advisor
(1 year contract)**

The manufacturing of OEM integrated circuits, telephone system – Alphatel, Alphasources and National Semiconductor.

Responsible for the computer system advisor in order to integrate 3 manufacturing plants and facilities together. Also the leader to approach the MIS project of the RTAF – Royal Thai Air Force.

The company was closed down as a result of Economic Crisis

**1995-2000 Siampar Co.,Ltd Title: Finance and Administrative Manager
L’Oreal Thailand Title: General Manager Operation Division
- Executive Board**

The manufacturing and trading of cosmetic and toiletries products.

In Siampar my role and responsibility are in finance and treasury, accounting, customer services, Computer system, human resources, personnel system, logistics and Distribution, manufacturing coordination, FDA registration process.

Key success/Achievement:

1. **One Umbrella Project** - As global effort to merge all L’Oreal group into one umbrella, thus it’s my great opportunity and experiences as being a working group of merging Siampar – the prestige brands and Thailor – the consumers and salon professional to become the L’Oreal Thailand.

2. **Segregation of Duty between Finance and Operation** - Moreover, after the merger became more and larger organization, therefore again a global initiative to segregate duties into two discipline of 1) Finance

Division, 2) Operation Division. By this opportunity, I was assigned to have full responsibility in setting up the Operation Division – a group of functions of Import & Export, Production Scheduling, FDA Legislations, Warehouse and Distribution, Supply Chain Management, Logistics, Inventory Management functions, Order Processing & Customers Services, and Information System. In the IS, initially the system support is BPCS on AS400 and the SAP system as global solution was introduced subsequently.

3. One Roof DC Project - Additionally, after the merger, Set up Own L’Oreal-One Roof DC distribution center and other facilities - support the integrated solution of all brands and SKU (appx. 40,000 SKUs) .

L’Oreal – are brands (share facilities with Nestle’ warehouse)

- 1) Consumers Products - a mass distribution channel, and
- 2) Professional Products – a salon /OTC professional

Siampar – are brands (share facilities with Minor Group’ warehouse)

- 1) a Perfume & Beauty prestige & brand name products
- 2) Medicated cosmetics and toiletries products

The challenge is How to make this One Roof DC process smoothly as fast & efficient and importantly to enhance customers satisfaction ? It’s L’Oreal strength in DC, Supply Chain, Logistics and Production scheduling . Again, it’s the opportunities to learn & gain experiences from L’Oreal operation excellence at England, France, Indonesia and China.

4. Honored as Being the Thai representative (private sector) working group with FDA in supporting the ASEAN Harmonization on Regulatory System of the Cosmetic and Toiletries Industry.

2001- May 2005 McDonald’s Thailand

**Title: Financial Controller
Executive Member**

2001- 2008 Ronald’s McDonald House Charity

**- Director & Treasury
Authorized Board**

The Quick Services Restaurants

Responsible for finance, treasury, accounting system, business analysis and data analysis, budgeting and strategic planning, IS & IT, legal, taxes, legislation and other administrative functions. Directly report to The local president (joint-venture partner) and expatriate country manager, with dotted line report to regional controller – office in Singapore and corporate controller group in head office –Chicago. As the Board of Director perform monthly financial report and analytical review with strategic recommendation.

Key Success/Achievement :

1) Integrated Cash Management System

The success effort in streamlining Daily Flow Statement and Consolidated cash management and Reconciliation of all stores cash sales/receipt/change fund/ petty cash fund/ back-up fund/ traveling fund by integrating and maximizing IT solutions at 1) stores level , 2) Head office level and 3) Banking system

2) Business process reengineering (BPR) – in order to improve efficiency and productivity in McDonald's , therefore I was assigned to be the leader in this BPR processes including Competency Review and hence the Organization Restructuring processes.

3) Mobile office – as the year 2005 is the strategic decision that technology to lead business therefore, the Flexibility and Mobilization approach is the company direction. As IS head, I was assigned to lead this project. The co-partners in this vision are TRUE corp. as the provider and FUJITSU Thailand as the supporter.

3) Delivery Service – working group in implementing Delivery Service initially 02-800-9000 limit to Bangkok only. Subsequent, to facilitate customers whole Thailand, the One Number 1711 is introduced.

Special experiences and assignments in McDonalds'

As a founder of Ronald McDonalds' House of Charity (RMHC) and thus being appointed to be the RMHC director, it's been a great honor to play role as a good citizen to help the poor particularly young and tween by strategically strengthen McDonalds' brand icon into the community.

Being appointed to be involved in the Global Process Design Of the INNOVATE. The team members are 23 persons of McD, plus Oracle consultants and professional teams from PWC, E&Y and KPMG.

Also being appointed to be the leader in APMEA (Asia Pacific Middle East and Africa) in migrating existing systems to the new INNOVATE project.

Being selected and appointed to be the pilot country lead of the Shared Service Center initiative. The project has been started in March 2004 and expected to go live in June 1, 2004. After this SSC fully successfully implemented, the best practice will be rolled out first step over SEA countries and hence all other countries.

9 May 2005 – May 1, 2006

Diethelm & Co.,Ltd Position : Healthcare Chief Financial Officer

Area of responsible: Accounting, Finance, Treasury (OLIC), support OLIC Manufacturing, Principal Relationship, Taxes, etc. in Diethelm Healthcare group of the companies. In addition, the companies require to enhance its' services excellence by improving efficiency and productivity, hence the BPR - Business Process Reengineering and Organization Restructuring are initiated to support the effort.

Special Support/ Working group /Assignment :-

- 1) BPR - Business Process Reengineering and Organization Restructuring in Finance division in a particular Bill Control function
- 2) G2G – Good to Great project member
- 3) BCP – project team and working group
- 4) Loyalty Program – an initiative to enhance and strengthen OTC sales

July 1, 2006 – December 31, 2006

Lecturer and Deputy Dean – Faculty of Sport Science, Kasetsart University

Responsible for courses in Sport Management of which include Sport Administration, Sport Finance, Sport Facilities, Sport Sponsorship and Public Relation , and Sport Personnel.

Kasetsart's Risk Management Team member

Facilitator and MC in the Kaset Fair ; Kampaengsean, topic ‘ Heath Management in a Self Sufficiency Economy as a Sustainable Development for Thailand.

The Faculty of Sport Science – Kasetsart University initiates to form up Sport Management division to offer degree of the Doctoral and Master Degree in Sport Management

October 2007 – January 2008

Lecturer – Faculty of Innovation and Technology, Suranaree Technology University

- Entrepreneur Finance

January 1, 2007 – September 30, 2009

Lecturer and Executive Director – Graduate School of Management, Khon Kaen University

Lecturer

- Financial and Accounting for Management

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Women Leader	Chulalongkorn University	
Financial Perspective in the Marketing Management	College of Innovations, Thammasat University	MBA, visiting
Basic Financial Accounting for Management	College of Graduate Study in Management, Khon Kaen University	MBA, Full time
Managerial Accounting for Management Decision Making	“ “	MBA, Full time
Research Methodologies	“ “	MBA, Full time
Services Management	“ “	MBA, Full time
Economics and Finance in Sports Business	Rajaphat Chantrakasem University	DBA, visiting
Customers Segmentation in Sports Business	“ “	DBA, visiting
Entrepreneur Finance	Suranaree Institute of Technology University	MBA, Full program
Financial Management for Executives	Rajamonkol Technology University, Kalasin	MBA program
Fundamental of Corporate Finance	Management Science Faculty, Khon Kaen U.	Bachelor Degree Program
Introduction to Accounting	International College, Khon Kaen University	International Degree Program