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EDUCATION

2006 - 2013

MANCHESTER BUSINESS SCHOOL, Manchester, UK

Doctor of Business Administration

Research Topic: Understanding the Differential Drivers of Export Performance in the Thai Clothing and Textile Sectors: A Firm-Level Analysis of Distribution Activities and Constraints

2000 - 2001

LONDON BUSINESS SCHOOL, London, UK

Masters Degree in Finance (Corporate Finance and Valuation)

1995 - 1997

THE UNIVERSITY OF MELBOURNE, Melbourne, Australia

Bachelor of Commerce (Economics and Finance)

Dean's Honours List in Second and Third Year (Top 2%)

BUSINESS EXPERIENCE

May 2005 to

EFFINITY CO., LTD., Bangkok, Thailand and

Present

PYI CONSULTING CO., LTD., Bangkok, Thailand

Partner and Co-Founder

Stock Exchange of Thailand

- Consult and train 50+ participated companies in Strategy Formulation, Business Model and Investor Relations
- Advice on Investor Relations strategy for various firms including two real estate developers, a bank and an oil & gas company

A niche protection Insurance Company

- Strategy Execution: Consult and conduct strategy, strategy map and Balanced Scorecard

A leading high-end Real Estate Developer in SET

- Corporate Finance Strategy and Investor Relation

A Mining Refinery and Producer in SET

- Corporate turnaround strategy and business acquisition analysis

A mid-high end private Real Estate Developer

- Corporate Finance Strategy and Investor Relation in order to help company listed on SET

A computer service and system integrator company

- Consult in process improvement

A top 3 Insurance Firm

- Consult in profit maximization to major shareholders

Office of the National Economic and Social Development Board

- Manage a team in collecting and analyzing data for "Logistics for Competitiveness" Phase 2 & 3
- Special Economic Zone Policy

Office of the Public Sector Development Commission

- Consult and instruct "Office of Strategic Management" of various provinces and regions in formulating and developing their Provincial/Regional Strategy and Implementation Plan

Ministry of Industry

- Formulate "Food Development Strategy" for a province in the North of Thailand
- Conduct "Benchmarking Analysis" for Rice Products and Frozen Seafood companies in Thailand

The Office of Knowledge Management and Development

- Develop business plan of "Knowledge Center" in Chiang Mai and Ubonratchathani

State Owned Enterprises

- Manage a team to implement "Economic Value Management" to several Thailand's State Owned Enterprises e.g. Small Business Credit Guarantee Corporation and Liquor Distillery Organization
- Instruct involved parties on "Economic Value Management" at Ministry of Finance and Provincial Electricity Authority

Ministry of Industry

- Conducted a research on "Central Market" for agri-business

- Apr 2003 to Apr 2005** **COMPETITIVENESS MANAGEMENT UNIT,
Office of the National Competitiveness Committee, under supervision of
Office of the National Economic and Social Development Board, Bangkok, Thailand
Consultant**
- Researched and analyzed Thailand's competitiveness issues, particularly on formulating government policies to provide stable macroeconomic platform to enhance Thailand's competitive advantage
 - Researched and executed cluster development policy in service sector (e.g. Healthcare and Education)
 - Developed and presented policies and recommendations to the government and the prime minister of Thailand. Examples of policies approved are:
 - Restructuring roles of the "Institute for Collaboration" to support Thailand's cluster development
 - Thailand's Free Trade Agreement Scheme, the potential consequence of Thailand-China FTA
 - Education Reform for Competitiveness
 - Led a team in researching on "Repositioning Thailand: The next development path"
 - Wrote speech for Secretary General of NESDB on competitiveness topic
- Aug 2001 to Mar 2003** **CDC CAPITAL PARTNERS, Bangkok, Thailand (UK Based Private Equity Fund)
Financial Consultant**
- Researched and examined industry trend and company performance for potential investments
 - Developed and analyzed valuation financial models
 - Interviewed with management teams of target companies for prospect of business
 - Prepared proposal reports and presentations for investment committees
 - Participated in setting-up a \$60m Aureos' Thailand Fund (50% owned by CDC)
- Feb 2001 to May 2001** **MERRILL LYNCH, London, UK
Research Analyst Assistant, Euroland Economics (Part-time)**
- Researched and analyzed trend of Euroland economy
- Aug 1999 to Aug 2000** **MERRILL LYNCH, New York, USA
Research Analyst Assistant, Global Economics**
- Researched and analyzed trend of global economy
 - Assisted in writing periodically research reports for fund managers and consultants
 - Developed models to forecast and measure monetary policy of major central banks
 - Gathered and analyzed statistical data for global stock market performance
 - Organized and provided economic data
- Nov 1997 to Jul 1999** **PRICEWATERHOUSECOOPERS FAS, Bangkok, Thailand
Associate, Corporate Finance (Financial Institutions Group)**
- Actively participated in finance recapitalization and restructuring projects for three of four government intervened banks during the Asian Economic Crisis
 - Developed and maintained models to evaluate portfolios of financial institutions
 - Performed credit rating advisory, interacting with senior management of client companies
 - Conducted several merger and acquisition for financial institutions

TEACHING

- Financial Management MBA Bangkok University

PUBLICATION

- Repositioning Thailand: The next development path (NESDB's Report, 2004-2005)
- Roles of "Institute for Collaboration" in clusters development (NESDB's Report, 2004)
- Thai Petrochemical Industry: The case for Thailand's Financial Restructuring (LBS's Project, 2001)
- Analysis of Walt Disney's Corporate Finance Policy (LBS's Project, 2001)
- Global stock market performance report (Merrill Lynch's joint research, 2000)

OTHERS

- Attended Microeconomics of Competitiveness: Firms, Clusters and Economic Development at National Institute of Development Administration (NIDA) in 2004