

**Ms. Patcharapen Potephosree**

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**EDUCATION**

- 2014-2015 **Cass Business School, London, UK**  
*MSc in Management with Merit*  
Relevant modules such as Accounting, Finance, International Finance, Business Economics and Advanced Strategic Analysis
- 2008-2012 **Chulalongkorn University, Bangkok, Thailand**  
*Bachelor of Business Administration (BBA, International Program, Second-class honour)*  
Major: Accounting, GPAX 3.55  
Relevant modules such as Economics I & II, Advanced Accounting I & II, International Accounting and Auditing
- 2011-2011 **Yonsei University, Seoul, Korea**  
Undergraduate Exchange Program, GPAX 3.52
- 2005-2008 **Triam Udom Suksa School, Bangkok, Thailand**  
*High School*  
Math Program, GPAX 3.81
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**PROFESSIONAL EXPERIENCE**

- May 2016 **United Overseas Bank (UOB) Limited (Singapore)**  
UOB is a leading bank in Asia with a global network and strong ratings from Moody's, Standard & Poor's and Fitch Ratings. The company provides wide range of financial services such as personal financial services, wealth management, private banking, commercial and corporate banking, corporate finance and asset management.  
**Privilege Banking International Department (Client Acquisition Manager)**
- Developed understanding and knowledge of high-end market in Thailand to achieve high expectation of clients in term of financial investment products as well as personalized service.
  - Corporated with Client Advisors and Senior Client Adviser to provide total wealth management experience to new and existing high-end clients.
  - Explored opportunity to approach new clients in Thailand by leveraging Thai language as well as networking skill.
- Nov 2015 **United Overseas Bank (UOB) Limited (London Branch)**  
**Corporate Department (Internship)**
- Assisted Credit Analyst performing risk assessment, including qualitative and financial assessment, for new applicants as well as periodic review of existing clients.
  - Assisted Corporate Relationship Managers exploring the opportunity to approach new clients in Europe by leveraging bank's worldwide network.
  - Assisted Corporate Relationship Manager conducting call report after client meeting and emphasizing additional actions required to effectively serve client's needs.
- June 2015 **Cass Business School-Advanced Consulting Project (Client: Reincubate)**
- Integrated all knowledge and capabilities to apply them to a specific, real-life and business case.
  - Developed understanding of client's business model and client's problems in order to provide an effective resolution to client.
  - Conducted in-depth interviews with potential client's customers to collect market data/information as well as analyse opportunities and threats of expanding business.
  - Communicated effectively with group members and client ensuring the project was going to the right direction and problems have been properly solved.
- March 2015 **Cass Business School-Advanced Strategic Analysis (Client: Campari)**
- Developed understanding of company's traditional business model and suggest innovative model to approach new target consumers in international markets.
  - Integrated all significant tools including PEST analysis, Porter's 5 Forces model, resources and capabilities analysis, segmentation, SWOT and BCG analysis to support strategic decision-making.

- Advised Campari on specific growth strategies that would target new consumers regarding geographical, demographic and psycho-attitudinal differences.

Sep 2012

### **Krungsri Securities (KSS) Public Company Limited, Thailand**

Krungsri provides securities brokerage services to domestic and foreign investors. As a brokerage subsidiary of Bank of Ayudhya, it has an opportunity to continuously expand through the bank's nationwide network and universal banking services.

#### **Private Client Department (Investment Consultant)**

- Conducted in-depth research on listed company increasing quality of investment consulting service delivered to clients.
- Analysed economic and business environment by using real-time information system and worldwide resources/networks improving decision-making effectiveness.
- Analysed stock market by using fundamental and technical approaches supporting asset allocation strategies provided to clients.

June 2012

### **Phatra Securities Public Company Limited, Thailand**

Phatra is one of the leading securities companies in Thailand with respect to investment banking business and the provision of brokerage services to institutional clients. The securities provides a broad range of financial service including six types of securities businesses: brokerage, dealer, underwriter, securities borrowing and lending, investment advisory and private fund management.

#### **Private Client Group (Internship)**

- Conducted research and presentation of listed company and funds enhancing investment knowledge and capabilities at both individual and organizational levels.
- Learned to analyse economic and business environment supporting investment decision-making practices.
- Analysed stock market by using both fundamental and technical approaches leading to better strategy for investment decisions.
- Developed understanding and experienced the nature of capital market in order to provide fundamental investment knowledge and useful advice to potential clients.

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## **EXTRA CURRICULAR ACTIVITIES**

### **Cass Business School-Entrepreneurship Project (London)**

- Conducted market research and analysed trend of customer's demands in order to select best business with high potential growth.
- Created business plan, including several significant elements such as marketing plan, manufacturing and operation plan and overall schedule, providing better services/products to customers as well as offering competitive advantages to the business.
- Estimated financial budget required to successfully set up and run business.
- Estimated risk of start-up business and prepared contingency plan to deal with uncertainty.
- Executed business ideas through an exhibition (market place) increasing opportunities to gain financial support from potential investors.

### **Cass Business School – Global Real Estate Markets (Dubai)**

- Developed understanding and basic knowledge of real estate as an investment asset throughout the course.
- Participated in company visit at Nakheel, one of the world's largest real estate developers in Dubai to see how significant investment in real estate is as well as how it has been diversified in developed markets.

### **Business Seminar in Paris – French Business & Management, Issues of Institutional and Cross-cultural context in Europe**

- Developed understanding and basic knowledge of business and management in France.

### **BBA Multi-rural project trip (Thailand)**

- Coordinated with colleagues within and outside group enhancing project effectiveness.
- Supervised and motivated personnel to perform at top efficiency levels increasing co-operative performances among the group members.

- Controlled and evaluated crisis management in order to avoid disagreements and solve conflicts during the project process.
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#### **HONORS, AWARDS AND RECOGNITIONS**

**Best Performance Employee**, 2012-2013

**Academic Excellence, Triam Udom Suksa**, 2005-2008

**Academic Excellence, Mater Dei School**, 1995-2001

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#### **ADDITIONAL INFORMATION**

##### **Professional Qualifications**

- Resourceful, energetic, competent, multi-task and results-oriented
- Work well as a team member, leader or independently
- Participated in a lot of multi-faced activities that contribute to interpersonal, communication and networking skills

##### **IT Skills and Professional Programs**

- Word, PowerPoint, Excel

##### **LANGUAGES**

- Thai (native), English (fluent)

##### **INTERESTS**

- Traveling, Boxing and Badminton

(A copy of my recognition letter of an excellent employee for outstanding performance in private wealth management at Krungsri Securities Public Company Limited, Thailand is included in the application package to show evidence of academic potential)