

Curriculum Vitae



Name, Surname: Pairoj Waiwanijchakij
Born: 24 November 1971
Marital Status: Married
Nationality: Thai
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Key Qualifications:

- 22+ years of working experience in Telecommunication, Media, Digital Business and Technology, 18+ years in International marketing, 21+ years in Technology and Management article and publishing
- Extensive sales, business development management in South East Asia, Europe and North America
- More than 5+ large scale Mobile Network projects as a sales and business development and extensive experience in interacting with C-level and Management
- Specialize in Telecommunication, Media, Digital Business, Wireless Technology to match with network operators business situation, lead in the Thailand Startup's ecosystem to support Telecom operators' business strategy
- Lead various telecommunication firms to set strategy for new business i.e. 3G/4G go to market strategy, Digital Business strategy
- Vision driver for Thailand's Telecommunication and Innovation business strategy under articles, publishing, seminar, modulator, lecturers in leading firms and universities
- Extensive conducting of Business coaching service to firms and executive in Telecommunication and Digital business

Language Skills:

| Language | Proficiency |
|----------|-------------|
| English | Fluent |
| Thai | Native |

Educational Background:

05/2015 - 07/2015 The International Coach Federation
Professional Coach Certificate



04/2013 - 04/2013 London Business School
Key Account Management Executive – Make a Difference Certificate



10//1998 - 03/2001 Chulalongkorn University
Master of Business Administration (MBA)



05/1993 - 03/1998 Kasetsart University
Master of Engineering (M.Eng), Electronics and
Telecommunications



05/1989 - 03/1993 Kasetsart University
Bachelor of Engineering (B.Eng), Electronics and
Telecommunications, Second Class Honour



Professional Experiences:

02/2016 – Present Synergy Technology Co., Ltd.
Position: General Manager



01/2014 – 12/2015 Advanced Info Service Public Company
Limited - Telecom Operator
Position: Vice President Digital Product
Management



09/2006 - 12/2013 Ericsson (Thailand) Limited – Telecom Vendor
Position: Vice President and Key Account
Management



03/2000 - 08/2006 Siemens Limited Thailand – Telecom Vendor
Position: Assistant Vice President



03/1998 – 02/2000 InterWave Communication Inc., California,
USA – Telecom Vendor
Position: Telecom Project Manager



09/1996 – 02/1998 Wireless Communication Services Co., Ltd. -
Telecom Operator
Position: Senior Engineer Network Planning
and Control

03/1994 – 08/1996 Advanced Info Service Public Company
Limited - Telecom Operator
Position: Senior Engineer – Switching Network



04/1993 – 02/1994 Micropolis Corporation Thailand
(Manufacturing)
Position: Head and Media and Electrical
Engineer

Consultant Project Experience ('99 Onwards) :

- 2G 1900 MHz and 3G 2100 MHz Spectrum Management roll-out, Mobile Operator in Thailand
- Thailand Spectrum Roadmap subcommittee, Regulator in Thailand
- GSM 900 Network Frequency Arrangement and Roll-out, Mobile Operator in Sri Lanka
- GSM 900 Network Frequency Arrangement and GSM in a box roll-out, Mobile Operator in Myanmar
- Design on Spectrum Management for Corporate GSM solution in Thailand and Singapore
- 3G Frequency and Network consultant, Mobile Operator in South Korea
- 3G Frequency and Network consultant, Mobile Operator in Australia
- 3G Frequency and Network consultant, Mobile Operator in Hong Kong
- 3G Frequency and Network consultant, Mobile Operators in Germany
- Workshop on New Challenge in Telecom Competition Regulation, Regulator in Thailand
- Digital TV Business Plan, Telecom Operator in Thailand
- Service Costing Model Update and On-the-job Training, Mobile Operator in Indonesia and Philippine
- Mobile Digital Service Workshop, groups of Mobile Operator in South East Asia
- Mobile TV Business Plan and Execution, Mobile Operator in Thailand
- Fixed Broadband TV Service Business Plan and Execution, Telecom Operator in Thailand
- Business Plan for Voice over LTE and Service Strategy competition with Over-The-Top (OTT) Service, Mobile Operator in Thailand
- Business Model for AppStore's payment on Direct Carrier Billing, Mobile Operator in Thailand
- Business Strategy Workshop for Interconnection Costing Model, Mobile Operator in Thailand
- WiMAX Workshop in Thailand
- Business Strategy to Reinforce the Fixed Line Operator, Fixed Operator in Thailand
- Business Strategy for Fibre to the Home and Bundled Services, Telecom Operator in Thailand

Publications in Industry Magazines/Newspapers:

- More than 600+ Telecommunications, Digital Business and Management articles published in "Semiconductor Electronics Magazine", "Microcomputer Magazine", "Internet Magazine", "Windows IT Pro Magazine" since 1994 - Present
- Author of "Introduction to Wireless Communication" published by Se-Education Plc. in Thailand
- Author of "Introduction to GSM and UMTS" published by Se-Education Plc., Thailand

- Author of "Principle and Practice of Computer Networking Vol.2 published by Se-Education Plc., Thailand
- Author of „Principle and Practice of Computer Network & Vol.4 published by Se-Education Plc., Thailand
- Author of „3G Bibles" published by Se-Education Plc., Thailand
- Author of "3G to 4G from Technology to Business" published by Se-Education Plc., Thailand
- Author of "Telecommunication Project Management" published by iCT Telecom Online, Thailand
- Author of "Data Communication Technology" published by iCT Telecom Online, Thailand
- Author of "Mobile Network Technology" published by iCT Telecom Online, Thailand
- Author of "RFID Principle" published by iCT Telecom Online, Thailand

Speakers and Conferences:

- Speaker "Trend in Digital Life Service for SME" hosted by iTopPlus, November 2015
- Speaker "Telecommunication Business in the Digital Era" hosted by National Broadcasting, Television and Telecommunication Commission, 13 August 2015
- Speaker "Advanced Security for Internet of Things", MTECH Day, 16 June 2015
- Speaker "Vulnerabilities and Malware on Mobile Device", Information Security Congress, 25 March 2015
- Speaker "Internet of Things", Smart Network 2014 hosted by Se-Education Public Company Limited, 2 October 2014
- Speaker "Telecommunication Trend Update", King Mongkut Institute of University Thonburi, 19 October 2013
- Speaker "Smartphone Consumer Behavior towards 2018", hosted by National Institute of Development Administration (NIDA), 23 August 2013
- Speaker "Broadband Cellular Network 3.5G to 4G" hosted IEEE Communication Society of Thailand, 25 August 2012
- Regular Invited Speaker for the topic of "Social Media for Service Delivery", Better IT for Good Government (BIGG) by the Institute of Research and Development for Public Enterprise during year 2014-2015.
- Moderator on "Do IT" – an innovation business TV Program on the Money Channel Cable Television, October 2012 – April 2013.
- Invited Speaking in the 3G Auction Public Hearing, National Broadcasting, Television and Telecommunication Commission at Bangkok and Udonthani, 2008
- Invited speaker in the session " CEO Networking Forum – Going Beyond 3G : Opportunities and Competition", hosted by the National Broadcasting, Television and Telecommunication and the Stock Exchange of Thailand, 3 December 2012
- Master of Ceremony and Moderator for "Thailand 3G Gear Up 2012 : Declaraing Auction Procedure for 3G on 2.1 GHz, hosted by the National Broadcasting, Television and Telecommunication, 5 June 2012
- Master of Ceremony and Moderator for "WiMax vs 3G – Strategies for Thailand Wireless Business", hosted by Telecom Journal, 9 March 2007
- Master of Ceremony and Moderator for "Digital Video Broadcasting vs 3G – A future direction for Wireless Business", hosted by Telecom Journal, 6 October, 2006
- Speaker "Knowledge Management – A view from different angle", hosted by Kasetsart University, 9-10 March 2005
- Speaker "WiMAX : New Wireless Technology" in Network Thailand 2004, hosted by Se-Education Public Company Limited, November 2004
- Moderator and Speaker "Knowledge Management in Action" hosted by North Bangkok university, October 2004

- Speaker “EGAT and new business opportunity in Telecommunication Business”, hosted by Electrical Generating Authority of Thailand, 2003
- Moderator for “Network Update Broadband Technology”, Thailand medical and health organization and Rachvitee hospital, 2002
- Speaker “Mobile Technology Update”, NETDAY 2002 hosted by NECTEC and Kasetsart University
- Invited lecturer for In-house Technical and Management training under topics, GSM, GPRS/EDGE and 3G, TRUE Corporation Public Co., Ltd., Bangkok during 2004 – 2011
- Invited lecturer in Innovation and Knowledge Management for Kasetsart University, Thailand
- Invited lecturer in Innovation, Startups and Digital Business for University of the Thai Chamber of Commerce, Thailand
- Invited lecturer in Emerging Information Technology for Assumption University, Thailand
- Invited lecturer in Telecommunication Technology for Dhurakij Bundit University, Thailand
- Invited lecturer in Wireless Technology for Silpakorn University, Thailand
- Invited lecturer in Master of Science in Information Technology for King Mongkut Institute of Technology Ladkrabang, Thailand
- Invited lecturer in Wireless Technology and Business development, Ubon Ratchathani University, Thailand