**THUNYACHATE EKVETCHAVIT**

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**Education**

2004 - 2006 **MIT SLOAN SCHOOL OF MANAGEMENT Cambridge, MA**

Master of Business Administration

* Concentration in Strategic Management and Finance
* Overall GPA: 4.9/5.0

1993 - 1998 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA**

Master of Engineering and Bachelor of Science in Electrical Engineering and Computer Science

* Minor in Mathematics. Six courses in Economics.
* Overall GPA: 4.9/5.0, Departmental GPA: 5.0/5.0

**Experience**

Aug 2015 – Present **Zen Corporation Group Bangkok, Thailand**

*Chief Commercial Officer reporting to CEO*

* Zen Corp. Group manages 7 restaurant brands (Zen, On the Table, AKA, Tetsu, Zen Sushi&Sake, Zen Cucina, Donburi) with 78 restaurants and 2,500 employees
* Responsible for all commercial activities of the company including restaurant operation, marketing (promotion, marketing communications, branding, CSR, PR) and R&D (new product development and central kitchen)
* Participating as Excom member & Board Committee to drive the company’s present and long-term strategy for Business Development, Operation excellence, M&A, People development, Marketing, Corporate Governance and Supply Chain Management
* Managing 50 subordinates and 2,100 restaurant staffs

Apr 2015 – Present **Union Galvanizer Chachoengsao, Thailand**

*Chairman of the Board of Director*

* Union Galvanizer is the third largest Hot-Dip Galvanizing service providers in Thailand with annual capacity of 24,000 tons. Service ranges from light-scale industry components such as cable tray and mobile phone radio signal tower to large-scale projects such as structural steel for construction and transportation.
* Advise CEO on setting up 5 year corporate strategy including expansion plan and risk management
* Monitor company performance and provide guidance to CEO on company’s key activities including new business ventures such as award-winning Galvani furniture brand

Mar 2013 – May 2015 **Yum Restaurant International (Thailand) Bangkok, Thailand**

*Marketing Director, Head of KFC Marketing Division reporting to General Manager*

* Responsible for driving overall sales (15,000 Million THB per annum) and building KFC brand, setting up marketing strategies, product innovation strategy and new product development, calendar management and marketing communications (IMC, PR, CSR)
* Successfully drove market share and Top-of-mind brand metric despite challenging economy. Results: market share increased from 48% to 51% with positive same-store sales and transaction growth while Top-of-mind increased from 76% to 84%
* Drove digital marketing as key game-changer: step-change social marketing and integrated marketing campaigns (IMCs). Results: KFC Facebook Thailand (2.4 million fans) ranks no. 2 globally among KFC with more than 10% engagement rate (best practice Facebook engagement in Thailand), short-listed in APAC Effie award as well as received Adman awards for Best Use of Social Media
* Participated as Excom/Leadership Team member to drive the company’s present and long-term strategy as a board committee for Business Development, Operation excellence, People development, Logistic, Innovation/Creativity and New Product
* Managed 20 direct subordinates

Oct 2008 – Feb 2013 **LG Electronics (Thailand) Bangkok, Thailand**

*Marketing Director, Head of Marketing Division reporting to Managing Director*

* Responsible for driving brand building, setting up marketing strategies for all products (TVs, Home Appliances, Mobile), optimizing marketing communication executions (ATL, BTL, PR, CSR) as well as managing marketing agencies (creative, media, digital, PR)
* Spearhead digital marketing strategies and execution leading to 270% increase in website traffic and more than 20 digital campaigns resulting in **1 Gold and 1 Silver Cannes Lion awards**
* Led Go-to-Market responsibilities including Retail Management through In-store Display and Merchandising team as well as sell-out and promoter management with annual sales target of 15,000 Mn THB
* Set up Business Intelligence (BI) software system to enhance performance management and CRM analysis system with database over 700K customers
* Managing 60 direct subordinates and 1,300 product consultants (PCs)

*Senior Manager, Head of Go-to-Market Division*

* Set up a new division to develop and execute Go-To-Market (channel/retail marketing) strategies focusing on sell-out based management. Responsibilities included key account management planning, retail management including sales force (PCs) management and POS (point-of-sales) competitiveness improvement, sell-out driven activities executions through trade marketing team, and shopper / consumer insight development
* Regarded by HQ’s top management as one of most advanced GTM leaders globally; often asked to share best practices with other subsidiaries (e.g. USA, Korea, China, Singapore)
* Managed 33 direct subordinates and 1,000 PCs

2007-2008 **MCKINSEY & COMPANY, INC. Bangkok, Thailand**

*Senior Associate*

* Performed a due diligence study for South East Asian telecom operator acquiring an ICT services company. Developed ICT expansion strategy as well as synergy analysis. The deal worth USD 140 million was approved by both Boards and well received by the financial market.
* Developed a Go-To-Market strategy for a multi-national consumer electronic company. Focused analyses on key account management development, account profitability improvement, marketing strategiesto improve global brand identity and point of sales enhancement. Assisted in setting up Control Tower structure and processes.
* Developed 2010-2012 strategy for Thailand’s Ministry of Commerce taken into account global megatrends. Strategic thrusts include enhancing agriculture market, accelerating growth through service sector, developing marketing excellent SMEs and globalizing Thai enterprises. Spearheaded implementation effort through setting up program management office (PMO)

*Associate*

* Advised Ministry of Science of a South East Asian government on a new innovation model for the country. Analyses included a deep-dive study on innovation in ICT, Electrical & Electronic, Palm oil, Biotech and Food processing sectors. Findings presented to the National Innovation Council chaired by the Prime Minister and approved by the cabinet.
* Developed strategies to stimulate creative industries and assessed investment opportunities for a strategic investment agency of a South East Asian government. Analyses included sizing the economic impact, evaluating the country’s strengths and weaknesses, and building a business case for investment opportunities. Final recommendations were presented to the Board of Directors presided over by the Prime Minister resulting in an approval of USD 125 million investment fund.

Summer 2005 **MCKINSEY & COMPANY, INC. Bangkok, Thailand**

*Summer Associate - Assisting a major conglomerate client in building 3G wireless business*

* Analyzed and evaluated transmission network proposals and facilitated client in mobile network vendor selection process. The estimated investment was USD 800 million.
* Established key performance indicators (KPIs) for organization and top level personnel (COO and all division heads) in order to foster performance-driven culture.

1998 - 2004 **QUALCOMM, INC. San Diego, CA**

*Staff System Engineer – QUALCOMM CDMA Technologies (QCT) Division*

* Technical system lead of wireless high-speed data EV-DO project. Responsibilities included supervising chipset development of next generation technology. The EV-DO technology has been adopted worldwide with more than 600 million subscribers.
* Co-led a cross-functional team of 60 engineers responsible for development and deployment of EV-DO. Leveraged technical expertise of different engineering groups (system, software, hardware, and test) to solve chipsets’ problems and meet implementation deadlines.
* Awarded 7 United States patents. Patented ideas implemented in more than 1 billion chipsets.

**Awards and Honors**

* Received Qualcomm Achievement Award for “Outstanding Contribution towards Development and Commercialization of EV-DO.”
* 7 United States patents on Wireless Telecommunication
* Awarded Certificate of Honor at International Mathematical Olympiad (IMO) Competition.
* Received the King’s Scholarship from His Majesty King Bhumiphol Adulyadej to study abroad.
* Won the first prize in Thailand’s national mathematics competition three times.
* Scored 2nd overall among over 100,000 students in Thailand’s university entrance exam.

**Activities and Personal**

* Former president of Thai Student at MIT club.
* Alumnus of Phillip Exeter Academy (class of 1993) and Satit Chula (CUD27).
* Interests include world history, travel, Texas Hold’em poker, photography and sports (golf, basketball and soccer).