

## **PITTANA NOICHANKGKID**

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### **EDUCATION**

#### **2010 - 2013**

**Umeå School of Business and Economics, Umeå University, Umeå, Sweden**

- Received a scholarship from Swedish Government to study Master of Science with major in Marketing and Business Development and Internationalization
- **1<sup>st</sup> thesis: “Bored with Ads?” - A Study Investigating Attitude towards Social Media Advertising**
- **2<sup>nd</sup> thesis: “Internationalization of born-global SMEs in Northern Sweden”: A Network Perspective**
- Participated in the research project called CiiR (Center for Inter-Organization Innovation Research).

**Hogeschool Universitei Brussel (HUB), Brussel, Belgium**

- Received an *Erasmus Mundus scholarship* to study as an exchange student for six months in Master of Science in Economics and Business

#### **2004 - 2007**

**Mahidol University International College (MUIC), Nakhonpathom, Thailand**

- Bachelor of Business Administration
- Concentration in International Business Management

### **WORKING EXPERIENCES**

**April 2015 – Present**

**Mae Fah Luang University, Chiang Rai, Thailand**

**Positon: Lecturer**

- Teaching Business at School of Management for bachelor students in subjects of Marketing and International Business
- Responsible for business plan competitions

**Acting Manager at M-STORE (Asset Management Division of Mae Fah Luang University)**

- Managing M-STORE as the center for turning research projects from researchers to products
- Planning and operating M-STORE to have continuous improvement

**March 2013 – April 2015**

**TSF Farming Co., Ltd, Chiang Rai**

**Position: General Manager**

- Updating and analyzing news from the swine raisers association of Thailand such as price, raw materials, and regulations from government

- Managing all departments of the farm in order to meet the objectives and goal of the company

**August 2009 – July 2010**

**Chiameng Co., Ltd, Nonthaburi**

**Position: Export Sales Executive**

- Responsible for all sales and marketing activities in European Market (Germany, Finland, Sweden, Netherlands, Denmark, Norway, Malta, and France)
- Analyzed market trend both current and future in order to be more competitive and achieved the sales target

**December 2007 – August 2009**

**Mizuho Corporate Bank, Bangkok Branch**

**Position: Trade Finance Officer**

- Dealt with the export and import transactions
- Offered financial information and suggestion to customers especially foreign exchange market

**April - November 2007**

**Nongtom Construction Company Limited, Phitsanulok**

**Position: Project Coordinator**

- Responsible for the auction's projects mostly with the Thai military

**2006**

**Nugget Racquet Company Limited, Bangkok (External Internship)**

**Position: Trainee**

- Responsible for export transactions

**2005**

**Cup-Pa Coffee House - SMEs (Internal Internship Program of BBA, MUIC)**

**Position: Procurement Officer**

- Result: received "A" for the management team through the idea of thinking out of the box
- Developed the existing system of Cuppa Coffee House to be more organized and complied with sustainable business model

**2000**

**Siam Commercial Bank, PCL., Head Quarter (External Internship)**

**Position: Trainee**

- Monitored and controlled all transactions of money inflow and outflow during the crisis
- Investigated the movements of foreign currencies to prevent the financial collapse of the Thai Baht and money laundering

## **REFERENCES**

- **Mr.Yingyot Chiaravutthi, Ph.D, program director of International Business**  
Mahidol University International College (MUIC), Nakornpathom  
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- **Mr.Niyom Chungniponsakul, vice president, trade finance operation division**  
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- **Dr.Håkan Boter, Professor**  
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