

Dr. Tanai Charinsarn

ดร. ธนัย ชรินทร์สาร



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Facebook: Strategy Essential

Summary: A Strategic Management Professional with 25 years of experience in Strategy across various industries, countries, and roles such as Management Consultant, Corporate Trainer, Coach, Lecturer, and Entrepreneur

Education: **University of New South Wales, Canberra, Australia** 2010
(University ranked 47 in the world by the Times Higher Education 2009)

Doctor of Information Technology

with elective classes in Business Economics and Quality Management

Research area: E-Business Strategic planning

University of Illinois at Urbana-Champaign, Illinois, USA 1995
(University ranked 3 in the U.S. by the U.S. News 1994)

Master of Science (Civil Engineering)

GPA 5.00/5.00 with elective class in Entrepreneurship

Chulalongkorn University, Bangkok, Thailand 1994

Bachelor of Engineering (Civil Engineering)

GPA 3.23/4.00 with elective classes in Business and Marketing

Professional Education:

London Business School 2022

Executing Strategy for Results

Thai Institute of Directors, Bangkok, Thailand 2021

Director Leadership Certification Program (DLCP'1)

Thai Institute of Directors, Bangkok, Thailand 2021

Board Nomination and Compensation Program (BNCP'12)

Capital Market Academy, Bangkok, Thailand 2020

Advanced Management Program (CMA'30)

Thai Institute of Directors, Bangkok, Thailand 2019

Advanced Audit Committee Program (AACP'32)

University of Houston <i>Strategic Foresight</i>	2019
Prosci <i>Change Management</i>	2017
The Futures School <i>Strategic Foresight</i>	2017
Harvard Executive Education <i>Designing and Executing Strategy</i>	2013
Wharton Executive Education, Philadelphia, USA <i>Strategic Thinking and Management for Competitive Advantage</i>	2011
Thai Institute of Directors, Bangkok, Thailand <i>Chartered Director Class (CDC'3)</i>	2008
Thai Institute of Directors, Bangkok, Thailand <i>Director Certification Program (DCP'98)</i>	2008
Thai Institute of Directors, Bangkok, Thailand <i>Director Accreditation Program (DAP)</i>	2004

Qualification: Certified Strategic Management Professional (SMP), Association for Strategic Planning, USA

Fellow (FStratPS), Strategic Planning Society, U.K.

Member, Strategic Management Society, USA

Chartered Director, Thai Institute of Directors

Publication: Charinsarn, T. (2009), Developing an e-Business Strategy for Less-mature Organizations, *Proceedings of the International Conference on e-Business, 2009*, Milan, 7-10, 2009, pp. 215-222.

Charinsarn, T. (2011), Performance Role of Independent Directors, *Boardroom*, Vol 18, Issue 3, July-August 2011, pp. 42-43.

Charinsarn, T. (2012), A Different View of The Board structure of Performance, *Boardroom*, Vol 20, Issue 1, January-February 2012, pp. 44-45.

Charinsarn, T. (2012), The Board Capital as an Enabler for Effective CEO Selection, *Boardroom*, Vol 22, Issue 3, May-June 2012, pp. 28-29.

Charinsarn, T. (2017), Capabilities in VUCA market, *Boardroom*, Vol 51, Issue 2, 2017, pp. 12-15.

Charinsarn, T. (2018), Adapt Ahead of the Curve, *Boardroom*, Vol 56, Issue 1, 2018, pp. 24-26.

Conference: Association for Strategic Planning Annual Conference 2017, Using Emerging Business Opportunities (EBO) model in Corporate Portfolio Strategic Planning

Association for Strategic Planning Annual Conference 2016, Using Gear Up to develop faster, smarter strategies.

Association for Strategic Planning Annual Conference 2014, Designing an effective Strategy workshop: Why? What? How

Reviewer: The 16th National Convention on Civil Engineering, 18-20 May, 2011, Pattaya, Thailand

Professional Experience:

Praram 9 Hospital Public Company Limited. *2024-present*
Independent Director, Audit Committee Member

- Governed and focused on Strategy and Audit

Thantawan Industry Public Company Limited. *2022-present*
Independent Director, Remuneration and Compensation Committee Member

- Governed and focused on Strategy and Compliance

SC Asset Corporation Public Company Limited. *2022-present*
Independent Director and Risk Committee Member

- Governed and focused on Strategy and Risk

JD Foods Public Company Limited *2019-present*
Independent Director, Remuneration and Compensation Committee Member

- Governed and focused on Strategy and Compliance

Ready Planet *2018-2024*
Independent Director, Audit Committee Member, Remuneration and Compensation Committee Member

- Governed and focused on Audit, Compliance, and Risk

DCON Products Public Company Limited *2004-2023*
Director

- Governed and focused on business development, corporate strategy, and IT strategy

DV8 Public Company Limited *2018-2021*
Independent Director

- Governed and focused on strategy

Thailand Post *2017-2020*
Strategic IT committee member

- Governed and focused on IT strategic initiatives to support the board

Chulalongkorn University, Faculty of Commerce and Accountancy *2010-2011*
Faculty Member

- Delivered Strategic Management course for Young Executives MBA
- Delivered Business strategy course for Bachelor of Business Administration both Thai and International programs

- Designed and delivered Introduction to Business course
- Designed and delivered Seminar in Management course
- Managed a National Software competition as a chairman of the committee in collaboration with the Software Industry Promotion Agency (SIPA)
- Managed a National Innovation Award in collaboration with True Corporation and CNBC
- Managed an Executive Education Program for a global automotive company
- Designed and Delivered a Strategy Management Program (SMP), a 60-hour certificate program focusing on all elements of Strategy
- Faculty Advisor for Students in Free Enterprise (SIFE) initiative
- Faculty Advisor for AIESEC

IBM Global Services

2001-2002

Consultant and Project Manager - Business Strategy, Financial Services Sector and Distribution Sector

- Managed Program Office for a large scale IT design and implementation of Core Banking System for a Thai Bank
- Developed global collaboration strategy between Retailers and Consumer Packaged Goods Companies for IBM's Institute for Business Value
- Developed testing capability improvement consulting proposal for a large Thai bank which included strategy development, process re-design, organization re-alignment, IT infrastructure development, and program management
- Managed a Program Management Office to coordinate IT development and rollout of Centralized Back Office initiative for a large Thai bank
- Developed e-Procurement consulting proposal for a diversified Thai conglomerate
- Developed Data Center outsourcing service proposal to support a nationwide government micro-credit initiative
- Developed Customer Relationship Management (CRM) strategy for a large Thai bank focusing particularly on Call Center business justification and operationalization plan
- Reviewed e-business strategy for a large Thai bank
- Developed proposal and work plan for the Data Warehouse project for the central bank

The Boston Consulting Group

1999-2000

Associate

- Developed and implemented Segmentation and New Product Strategy for a large multi-national Industrial Goods firm for the Philippines market
- Assess current situation and develop E-Commerce strategy for Regional Airlines/Leisure Travel Industry
- Recommended on Privatization options for a large Thai Oil and Gas Company
- Restructured a large Thai Bank in various functions (Organization, Accounting, Planning and Budgeting, Back Office) Develop Business Unit (BU) preliminary profitability model for management purpose which involved Revenue sharing, Activity-Based Costing, Transfer Pricing, and Service Level Agreement concepts

Arun Chaiseri Consulting Engineers Co., Ltd.

1996-1998

Senior Engineer

Specialized in concrete structures and concrete as construction material, Internet consultant to the Senior Vice President, developed strategic plan for company position in cyberspace, coordinated Web design team

Wind Tunnel Laboratory, Chulalongkorn University

1994

Research Assistant

Conducted a series of experiments to investigate the failure of the power transmission tower caused by typhoon "Gay" and suggested changes in design

Consulting

Experiences:

A large listed real estate development company

January 2021 - present

Advised Top Management Team in reviewing quarterly results and consulting the CEO on strategic issue and strategic direction

A large listed auto parts manufacturer

January 2021 - present

Review and recommend the company's strategic plan and coach the Chief Strategy Officer

A large Digital Solution Service Company

January 2021 - present

Assist in the preparation of the Strategic Audit, Strategic Review by working closely with the strategic planning team to develop an analysis to define the corporate strategy and facilitate strategy workshop

A dermatology clinic

January 2021 - present

Advised Top Management Team for long term strategy formulation, Strategic Training, Strategic Foresight, Strategic Issue, Growth Strategy and Crisis Management.

A mobile service company

January 2021 - present

Advised Top Management Team on long-term strategy formulation, Strategic Direction, Strategic Issue and Strategic Decision

An apparel manufacturer

January 2021 - present

Coached Top Management Team in formulating functional strategy and execution as well as help develop problem solving and decision-making approaches.

A manufacturer & distributor of plastic compound products

January 2021 - present

Advised Top Management Team in (1) Explore Growth Opportunity (2) business strategies in each business unit (3) strategic issue (4) business foresight

A large private hospital

January 2021 - present

Facilitate strategic planning process and consulting on long-term strategic planning

A listed asset management company

2019

Consulting Top Management Team on long-term strategy formulation and Strategic Direction and Facilitate strategy workshop

A large listed construction steel pipe company

2019

Plan a long-term strategy for 3 years and Facilitate strategy process workshop for senior management

A listed advertising company

2019

Consulting on Growth Opportunity and Corporate Strategy

A Thailand's leading large semi-private and semi-public hospitals

2019

Facilitate Strategic foresight workshop

A large canned and pet food products manufacturing company

2019

Facilitate Strategy Workshop to define long-term strategy

A listed investment and financial services company

2019

Advised on long-term strategic planning and facilitate strategy workshop	
A luxury property developer company Facilitate strategic foresight workshop	2018
A home and kitchen appliances manufacturing company Facilitate strategy workshop to create new products and innovations for the organization	2018
A large non-alcoholic beverage company Advised on a 3-year business plan to recover sales and profit	2017-2020
A large snack food company Advised on a 5-year business plan in the preparation for the IPO, overseas strategies, and implementation support	2015-2017
A large beverage company Advised on corporate strategy for a 3-year growth plan and OGSM (Objective, Goal, Strategy, Measure)	2016-2017
A large media conglomerate Advised on corporate and business strategy for a 3-year growth plan	2015
A large natural latex product manufacturer Advised on a 3-year business plan to grow business globally	2015
A central bank Advised on a business model for a newly-built learning center	2014-2015
A large local pharmaceutical company Advised on a growth strategy	2014
A technical department of an airline Advised on the 3-year transformation plan from cost center into profit center	2013
A trade association of pharmaceutical companies Advised on the developing of a 5-year strategic vision and plan	2013
A large asset management company Developed and facilitated a strategic planning workshop	2013
A large Thai private international hospital Advised on the developing of a 5-year strategic plan of a rehabilitation hospital	2012
A large multinational non-life insurance company Advised on a 5-year strategy	2010
A Large multinational corporation in consumer goods distribution Developed strategic planning capability and facilitated annual strategic planning workshops with senior executives	2005-2009
A large listed private group of hospital Advised strategic project teams	2008-2009
A large listed private hospital Developed and facilitated a strategic planning workshop	2009
A large listed commercial property development company	2009

Facilitated a business-level strategy development workshop

- A large German medical and chemical company** 2007
Coached a customer service team to develop a customer service strategy
- A medium-sized local chemical for surface finishing company** 2007
Assisted the president in developing a business plan, cascaded, and translated into projects
- A medium-sized local premium real estate company** 2007
Conducted a strategy audit
- A medium-sized listed local real estate company** 2005
Conducted a vision development workshop
- A large listed local stainless steel auto parts company** 2005
Developed and facilitated a strategic planning workshop

Teaching

- Experiences: Thai Institute of Directors** 2017-2023
Facilitator
Subject: Strategic Board Masterclass (SBM)
Director Leadership Certification Program (DLCP), Module 2
Director Certification Program (DCP), Module 7
Successful Formulation and Execution of Strategy (SFE), Module 2
- Chulalongkorn University, Faculty of Commerce and Accountancy** 2009-present
Lecturer
Subject: Seminar in Strategic Management (DBA)
Special Topic in IT in Business (Ph.D.)
Strategic Management for Young Executive MBA
Strategic Management for MM in International Business
Business Strategy for Thai and International Program (BBA)
Consulting Method for Master of Global Business
- Thammasat University, Faculty of Commerce and Accountancy** 2015-2019
Guest Lecture
Subject: Research Methods
- Mahidol University, International College** 2012-2015
Instructor
Subject: Strategic Management for MBA program
- Mahidol University, College of Management** 2000-2012
Instructor, Project Advisor, Thesis Defense Panel Member
Subject: Strategic Management
Managerial Decision Making
Consulting Practice (Data to Intelligence)
Consulting Practice (CIO simulation)
Project Management
Information Exploitation (Business Intelligence)
Seminar in Management - Industry Insight
- Assumption University, School of Management** 2011-2015
Guest Lecturer

Subject: Advanced Topics in Marketing Research for Ph.D. in Marketing

- Ramkhamhang University** 2010
Guest Lecturer
Subject: Seminar in Management for DBA on Strategic Management
- Assumption University, Graduate School of Business** 2008-2009
Lecturer
Subject: Strategic Management for MBA Double Degree
Strategic Management for Professional MBA
- Khon Kaen University, College of Graduate Study in Management** 2004-2009
Lecturer, Independent Study Panel Member, Oral Comprehensive Examiner

Subject: Strategic Management for Executive
and Young Executive MBA Programs
- Burapha University, Graduate School of Commerce** 2008-2009
Lecture, MBA (International Program)
Subject: Strategic Management
Competitiveness through Information Management
Project Management
- Assumption University, Business Training and Consulting Center** 2005-2007
Instructor, Mini-MBA Program
Subject: Strategic Management
Project Management
- Stamford International University** 2006
Lecturer
Subject: Strategic Management for MBA program
- Sirindhorn International Institute of Technology (SIIT)** 2005
Instructor
Subject: Management Information Systems
- Mahidol University, College of ICT** 2005
Instructor
Subject: E-Business Systems
- Assumption University, College of Internet Distance Education** 2005
Lecturer
Subject: Strategic Management for M.Sc. in Management
- Dhurakitpundij University, Doctor of Business Informatics** 2004-2005
Tutor
Subject: Strategic Business Planning, Business Systems Evaluation
- King Mongkut University of Technology Thonburi (KMUTT), Graduate School of Management and Innovation** 2004
Lecturer
Subject: Management, Leadership, and Communication for M.S. program
- Assumption University, School of Management** 2002-2003
Lecturer
Subject: Strategic Management

Kasembundit University 1994
Lecturer
Subject: Prestressed Concrete Design

**Corporate Training
Experience:**

Thai Institute of Director 2017-present
Facilitator
Developed and conducted Strategic Board Master Class training focusing on building capability of the board members in the Strategy role

Globis 2015-present
Guest Faculty
Conducted training programs on Strategy and Innovation for in-house and public program in Bangkok and Singapore

Hewitt Associates 2010-2017
Trainer
Conducted training programs on Strategic Planning, Strategic Thinking, Strategic Visioning in Property Developer and Petrochemical companies

APM Group 2001-2005
American Management Association (AMA) Certified Trainer
Conducted training programs on Strategic Planning, Customer Relationship Management, Project Management, Brand, Effective Meeting Management for multi-national and large local companies

Orchid Slingshot 2006-2010
Certified Trainer
Conducted training programs on Strategic Planning, Customer Relationship Management, Project Management, and Time Management for multi-national and large local companies

TR Training (a subsidiary of ThaiRe) 2006-2010
Trainer
Conducted training programs on Strategic Planning, Customer Relationship Management, Project Management, and Business Acumen for non-life and life insurance companies

Management and Psychology Institute 2009-2010
Trainer
Conducted training programs Strategic Thinking and Strategic Decision Making for a large wholesaler and a non-life insurance company

ANABAS Learning 2009-2016
Trainer
Conducted training programs on Fact for Action, Strategic Thinking Strategic, and Problem Solving and Decision Making for multi-national and large local companies

BTS Business Consulting 2008-2011
Consultant
Conducted training programs on Business Acumen in Insurance, Oil and Gas, Construction, and Airlines for large local companies

**Coaching
Experience:**

- A large telecommunication provider** 2015
Coached a team of talented, middle management on Strategy
- A large life insurance company** 2014
Coached 8 senior executives on developing the Strategic Management competencies
- A boutique non-life insurance company** 2013
Coached a team of middle management on Strategic Initiatives
- A large seafood food producer** 2012
Coached 15 middle management on managing strategic projects such new factory construction, RFID, and energy efficiency improvement, customer relationship management, patient cost estimation, and patient safety.
- A large private hospital** 2011
Coached 28 hospital directors, assistant directors, and head of department on strategic projects such as people management, customer service, innovation, and corporate social responsibility
- A large private hospital** 2008-2009
Coached 15 head of department on strategic projects such as medication pricing, survey vendor selection, Arabic translator management
- A large listed asphalt producer** 2007
Coached 15 middle management on managing strategic projects such as alternative energy, information system improvement, account receivable management

Social

- Activities: Sikkha Asia Foundation** 2010-2015
Director
Served as the director with lead responsibility on strategy, strategic plan and budget. Led the workshop with selected board members and management team in strategy formulation
- Activities: Hi-Speed TV Program** 2011
'Talk-a-Guru' Session Host
Discuss and analyze the latest IT trend Hi-Speed program on Speed Channel, True Vision 72, hosted by 'Cee' Chatpawee Trichatchawalwongse
- Travel Guide Magazine** 2009
Writer and Photographer
Wrote travel stories
- Everest – Dream Journey** 2008
Co-Author
Wrote a trekking guide to Everest under The Yak Gang group
- “Diplomats In Siam” Television Program** 2004-2005
Program Host
- Top Management Council** 2002-2003

Co-Director

Assisted Top 100 CEOs in Thailand to establish the non-profit organization aiming to build the community and share the knowledge. Facilitated Executive Committee meeting. Led the Leadership Forum as the master of ceremony

Laemthong Toastmasters Club

1996-2002

Competent Toastmaster

Entitled Competent Toastmaster (CTM) recognition from Toastmasters International, achieved Best Speaker Award, and Best Table Topic Award, served the club as Secretary, Vice President Education, and Vice President Membership

French Technical Press Office

1997-2002

Technical Writer

Write and translate technical articles on the latest French technological advances in science and engineering for publication in local professional journals and magazines

**Australian Trade Commission and
New Zealand Trade Development Board**

1992-1996

Business Consultant

Four years of service, part-time, assisting foreign businesspeople doing business in Thailand, provided translation, arranged meetings with local businesses, organized trade exhibition

Young Investors Program, IFCT

1994

Participant

Team leader of the first runner-up team in Feasibility Project Competition

Awards/

Recognitions: Team Teaching Excellent Award 2006 for outstanding teaching performance at the College of Management, Mahidol university

Teaching Excellent Award 2006 for outstanding teaching performance at the College of Management, Mahidol university

Teaching Excellent Award 2004 for outstanding teaching performance at the College of Management, Mahidol university

Team Teaching Excellence Award 2003 for outstanding teaching performance at the College of Management, Mahidol university

Team Teaching Excellence Award 2002 for outstanding teaching performance at the College of Management, Mahidol university

IBM Bravo Award 2002 for significant contribution to company growth, customer satisfaction, and team

Membership: Association for Strategic Planning (ASP), Strategic Planning Society (SPS), Strategic Management Society (SMS), Institute of Directors (IOD)

Interests: Buddhism