

## Curriculum Vitae

### Mr. Thanachai Phoopatana

#### Current:

- **Part-time faculty:** International & Thai Programs 2014 -- **present**

College of Management, Mahidol University



**Address:** 79/635, Soi 8/1, Mooban Thararom Ramkhamhaeng 150, Khet Sapsong, Bangkok 10240

**Mobile:** 084-545-3366      **Line ID:** 084 545 3366

**E-mail:** intexcel@hotmail.com

**Date of Birth:** December 7, 1950.      Married with two children.

### Professional Experience (1973-2020):

**Consulting Services:** Freelance business and management consultant, F & B (3 companies) 2016 - 2020

**General Manager,** Design Alternative Co., Ltd. 2012 - 2013

**Senior Business Consultant,** Professional Training Services Co., Ltd. 2009 - 2011

**Managing Director**  
Bionic Humus Co., Ltd. 2007 - 2008  
Currently, Thai Beverage Energy Co., Ltd., company in Thai Beverage Group

**Executive Director, Executive Vice President (Operations), COO**  
Carlsberg Brewery Thailand Co., Ltd. (2004-2005); COSMOS Brewery Thailand Co., Ltd. (2006)

**Director,** Lao Brewery Co., Ltd. 2004 - 2005

**Assistant Group Chief Administrative Officer (CAO)**  
Carlsberg Asia Group, Singapore 2004

**Director of Finance, Carlsberg Hong Kong Co., Ltd.** 2004

**Deputy Managing Director (Marketing, Business Development, Finance and Administration)**  
Thai Electronic Co., Ltd. (Public) & Premier CE Co., Ltd., Companies in Premier Group 1999 - 2003

**Executives Board, Vice President (Finance and Administration), CFO, CFAO**  
Thai Pure Drinks Co., Ltd., (Thai Nam Thip), Coca-Cola Bottler 1989 - 1998

**Director / Executives Board**

Coca-Cola Indochina (Holding) Pte. Ltd., in F&N Coca-Cola (Holding), Singapore 1995 - 1998

**Director / Executives Board**

1995 - 1998

Cambodia Beverage Company, Cambodia

Coca-Cola Chuong Duong Soft Drinks Co., Ltd., Ho Chi Minh City, Vietnam & Coca-Cola Non Nuoc

Soft Drinks Co., Ltd., Danang, Vietnam

Coca-Cola Ngoc Hoi Soft Drinks Co., Ltd., Hanoi, Vietnam

**Executive Director, Country Controller (CFO)**

1987 - 1988

Cargill Group (7 companies)

**Assistant Area Treasurer**

Union Carbide Eastern, Hong Kong

1985

(Special assignment: Treasury & Risks Management - covering 22 companies in 12 countries)

**Executive Director, Financial Controller and Treasurer (CFO), the youngest CFO in Asia-Pacific,**

Finance and Planning Manager, Chief of Manufacturing Costing, Chief of Management and Financial Reporting, Management of Credit and Collection and Internal Audit Departments

Union Carbide (Thailand) Co., Ltd.

1973 - 1986

**Work Experiences, Roles & Responsibilities:**

- Formulating and implementing business policies, strategies and plans
- Formulating and implementing marketing strategies and plans related to product development, sales, promotion campaigns, and product distribution for both domestic and international market
- Managing production, quality control, engineering, packaging, maintenance, disposal of hazardous materials/residues resulting from production and waste water treatment
- Formulating financial plans and budgeting. Developing and implementing performance management systems (balanced scorecard/key performance indicators (KPIs)/benchmarking)
- Developing operational systems, business and management systems, as well as Enterprise Information Systems (ERP & POS) through the applications of Information Technology (IT) and Information Systems (IS)
- Restructuring and streamlining business operations
- Implementing Total Quality Management (TQM) with focus given to bio-safety and environment, ISO 9001/ 9002:2000, 14001; QS 9000; Good Manufacturing Practice (GMP) and Hazard Analysis Critical Control Points (HACCP)
- Improving production processes aimed at lean manufacturing, increasing productivity, cost reduction, operations efficiency and effectiveness
- Managing business and financial risks and insurance
- Restructuring financial operations, finding and managing sources of funds, managing currency and interest rate risks, as well as managing credit policy and collections
- Conducting project analyses and finding sources of funds

- Establishing standard cost systems and activity-based costing (ABC) systems, conducting cost analyses and managing manufacturing overhead
- Applying financial and accounting information (VBM, AIS, BSC & EVA) to improve management decisions
- Giving advice related to legal matters, trade, investment, and taxes in domestic and overseas markets
- Managing supply chains, logistics, procurement, sourcing, purchasing, warehousing, distribution and transportation
- Managing human resources with focus given to establishment of knowledge-based and learning organization
- Supporting work related to the board of directors, shareholders, and joint ventures with foreign partners
- Work related to businesses receiving promotion from the Board of Investment (BOI)
- Work as members of executive board / board of directors of companies, associated companies, group of companies, joint ventures, both local and overseas

**Implementation of Operations/Performance Improvement Projects with World-Class Consulting Companies:**

**Louis Allen and Associates**

Professional Management System  
 Performance Improvement System (HRM)  
 Operations Improvement – Manufacturing

**Johnsons & Higgins, AFIA, CIGNA**

Risk Management and Insurance  
 Risk Management and Insurance Programs Review for Union Carbide Group in Asia Pacific, covering 22 companies in 12 countries

**Hay Management Consultants Co., Ltd.**

Compensation Policies and Procedures: Study, Design and Implementation

**SGV Na–Thalang Consulting Group**

Business Operating Flow and Procedures

**PricewaterhouseCoopers (PwC)**

Information Systems – Study, Design and Implementation:  
 Revenue Cycle, Inventory Management  
 Business Operating Policies & Procedures:  
 Revenue Cycle, Expense/Cost Cycle, Fixed Assets  
 Corporate Restructure

**Deloitte Touche Tohmatsu**

Financial Modeling & Forecasting

**The Coca-Cola’s Consulting Companies**

Economic-Value-Added (EVA); Value - Based Management (VBM)

Benchmarking  
Activity-Based Management (ABM)  
Activity-Based Costing (ABC)  
Learning Organization

**Boston Consulting Group (BCG)**

Strategic Opportunities Identification/Management  
Operations Improvement – Marketing and Logistics  
Customer Satisfaction Program  
Key Performance Indicators (Balanced Scorecard: BSC)

**IBM Consulting Group**

Corporate Strategic Information Plan  
Information Systems Study  
Business Process Review/Redesign/Improvement  
Business Applications Software Selection  
Executive Information System (EIS)

**Datapro Computer Systems (DCS)-JD Edwards, SAP & Microsoft Dynamics EBA (LS/NAV),  
Implementation companies**

Planning and Implementation of Integrated Business Applications Software

**ERP Level**

Management Information Systems (BSC, BI, FI)  
Point of Sales (POS), Customer - Based Information System (CRM)  
Procurement Management (SRM)  
Inventory Management  
Material Resources Planning  
Financial and Management Reporting Systems

**Anglo Japanese American (AJA) Registrars, UKAS Quality Management**

ISO 9001, 9002

**Office of Industrial Standards Promotion**

QS 9000

## Education:

M.M. (Management: Marketing & Finance; 24 courses, 72 credits)

Sasin Graduate Institute of Business Administration, Chulalongkorn University 1984 - 1985

(A graduate institute of business administration jointly established by Chulalongkorn University, The Kellogg School of The Northwestern University, and The Wharton School of The University of Pennsylvania), Union Carbide Thailand's scholarship

M.S. (Accounting), Thammasat University, Union Carbide Thailand's scholarship 1974 – 1976

Candidate for Fulbright Scholarship to study Ph.D. in Finance at The Wharton School 1977

B.S. (Accounting: Costing & Operation Management), Chulalongkorn University 1969 – 1972

## Academic year 1969-1972: Student Council

- Chair of Faculty of Commerce and Accountancy, Chulalongkorn Academic Fair 1972
- President of Senior Class 1972
- Chair of Accounting, Finance and Banking Departments 1971
- Vice Chairman of Academic Club 1971- 1972
- Member of Psychological Education Club (Professor Dr. Arj-Ong Chumsai Na Ayuthya, Honorable Advisor) 1969 -1972

## Executives Development Programs:

- Certification in International Finance & Capital Market, IMD, Switzerland 1982
- Certification in Professional Management, Louis Allen and Associates, USA 1974

## Management Development Programs (Asia, USA, Europe and Australia)

- Performance Measurement System (Balanced Scorecard/KPIs/ Benchmarking)
- International Finance, Money Market and Capital Market
- Corporate Finance, Treasury Management, Financial Strategies and Management
- Derivatives, Interest Rate and Currency Risks Management
- Project Financing and Management
- Risks Management and Insurance
- Information System Management
- Operations Improvement
- Business Process Improvement/Re-design
- Activity-Based Costing (ABC) and Management (ABM)
- Value-Based Management (VBM)
- Chase Manhattan Bank (Treasury, Currency and Interest Rate Risks Management)
- Bank of America (Treasury, Currency and Interest Rate Risks Management)
- Citibank (Cash Management; Treasury, Currency and Interest Rate Risks Management)
- Johnson & Higgins (Risks Management and Insurance), etc.

## Professional Contribution to Higher Education, Society and Development of Business and Management Potentials (1978 – present)

### Academic:

#### Part-time faculty

- **College of Management, Mahidol University** (Financial Planning, Strategy and Value Creation, Strategic Management for CFO, Financial Management, Study Cases in Finance) 2014 – **present**
- **Rangsit University**, Master of Accountancy (Strategic Cost Management / Advanced Managerial Accounting) 2007 - 2019
- **Kasetsart University**, Faculty of Business Administration, Co-lecturer, Team of Lecturers in Strategic Management for PhD. level of higher education 2014 - 2017
- **College of Management, Mahidol University** (Corporate Finance and Entrepreneurial Finance) **Nakornswan Campus** 2002 - 2005
- **University of the Thai Chamber of Commerce**, M.B.A.in Accounting Advanced Management Accounting 1992 - 2006
- **Kasetsart University**, M.B.A.(Advanced Strategic Management, Management Accounting, International Business),  
Master of Accountancy (Advanced Management Accounting, Accounting Information System, Enterprise information Systems and Controllership)  
Executives-MBA (Advanced Management Accounting) 1990 - 2002  
Visiting lecturer (Advanced Management Accounting) 2003 - 2020
- **Chulalongkorn University**, M.B.A.(Corporate Planning), Executive-MBA(Corporate Finance), Modern Manager Program (Corporate Finance), Executives Development Program (Corporate Finance), 1980 - 2010  
Guest speaker (Business Planning, Corporate Finance and Budgeting Systems) 1980 - 2010
- Panel of Judges, MOOT BIZ: Nationwide Business Plan Competition (Graduate Level) 2007 - 2008
- **Thammasat University**, M.B.A., M.S., Executives MBA, and Mini-MBA (Corporate Finance) 1978 - 2006

**As guest speaker for the following institutions and companies:**

- Bank of Thailand
- Thai Bankers Association
- The Thailand Management Association
- Thailand Productivity Institute
- Department of Export Promotion(Cost Management & Pricing), Ministry of Commerce
- Siam Cement Group(SCG)
- Siam City Cement Public Co., Ltd.
- Shin Corp Group
- State Enterprises including The Electricity Generating Authority of Thailand, The Metropolitan Electricity Authority, Telephone Organization of Thailand, Petroleum Authority of Thailand, National Housing Authority, The Provincial Waterworks Authority
- American International Assurance (AIA)
- Management & Psychology Institute (MPI)
- Institute of Management Development (IMD)
- Asia Business Forum (ABF)
- Business Management Services (BMS)
- Thai Life Insurance Public Co., Ltd.
- The General Insurance Association (Risks Management and Insurance)
- Many of private and public enterprises