



Mr. Thosaphol

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Education

- Executive workshop by Berkeley University of California “Driving Change & Leading in the Disruptive World”
- Le Cordon Bleu Dusit Culinary School “Basic Cuisine”
- Master of Management, General Management
March 2006 – December 2007 College of Management, Mahidol University Thailand
- Bachelor of Art, Marketing & Management
June 1999 - March 2003 Mahidol University International College, Thailand
- High School
October 1995 - November 1999 Carey Baptist Grammar School, Melbourne, Australia

Work Experiences

January 2020

Mahidol University International College Business Administration Division Advisory Board

April 2018

Organized T-Style Life Store for DITP Ministry of Commerce Thailand during Milan Design Week

- Brought together over 30 brands to do a live exhibition and manage online sales and marketing plan for Thai craft brands.

September 2018

Organized T-Esan Style Booth for DITP Ministry of Commerce Thailand during Maison and Objects Exhibition.

- Brought together 18 brands to exhibit in Paris.
- Provide consultant services to 18 brands and provide marketing knowledge about the European wholesale and retail market.
- Organizing the logistic from Thailand to German warehouse and arrange all logistics to customers all over Europe.

- Prepare and launched all marketing communication to attract all the customers to visit the stand during the fair.
- Manage the sales system to all small orders, payment and sales follow up.

August 2015 – Present

- The Bridge Distribution.: Inventor
 - Starts the world's new distribution platform disrupting the existing design distribution business.
 - Representing 15 designed brands from all over the world in the European market.
 - Bring Thai brands to the world biggest design show case, operating online retail sales during Milan Design week. The combinations of 32 Thai brands, April 2018.
 - Organizing the Thai T-Style Show case for Ministry of Commerce, representing Thai governments and 18 Thai brands in the world's most design oriented exhibition Maison and Objet, Paris, September 2018.

- Qualy & Co B.V.: Marketing Director
 - Managing sales and promotion strategy toward wholesale and retail shops
 - Improving existing and expanding market into different countries
 - Selecting new suppliers from distinctive designer or designed company
 - Show case / open an exhibition in EUROPEAN and UK shows

April 2003 – Present

- New Arriva Co., Ltd.: General Manager
 - Export sales and marketing,
 - Domestic marketing, domestic sales and events.
 - Creating strategic plan

- Saint Louis Plas-Mold Co.,Ltd.: General Manager
 - ISO QMR for injection and mold factory
 - Marketing and Sales in both export and domestic market
 - Human Resources area
 - Managing warehouse and logistic operation

- Oner Industrial Design Co.,Ltd: Marketing Manager
 - Strategic planning for new design development
 - Explore new marketing and design solution

May 2004 – April 2005

- Toyota Motor Thailand: Marketing Strategist
- New product launching : Hilux Vigo
- New product training : sales training nationwide

Achievements

- Guest Speaker for “Final Touch” Graduation Ceremony, Mahidol University International College
- Guest Speaker for “How to best prepared for Maison&Objet Paris” Fresh Taiwan Project by Taiwan Design Center, Taipei City, Taiwan
- Guest Speaker for “How to approach the Thai market and best preparation for Style Bangkok fair” Fresh Taiwan Project by Taiwan Design Center, Taipei City, Taiwan
- Guest Speaker for “Thai Culture to World Centric Design” A+ Event Modern x Culture Thailand, Taiwan Cultural Center, Taichung City, Taiwan
- Guest Speaker for “VALUE BEYOND TREASURE ...สัมมนา ขับเคลื่อน ธุรกิจ ด้วยการสร้างมูลค่า”, College of Management Mahidol University
- **ที่ปรึกษาในโซน Craft Guru** ที่จะมาเสนอแนวคิดใหม่ๆ และโอกาสที่เป็นไปได้ในโลกธุรกิจ พร้อมการ **Coaching** อย่างเข้มข้นให้แก่คนรักงานคราฟต์ และผู้ทำธุรกิจต่าง ๆ สำหรับงาน **Craft Bangkok 2019**
- รางวัล 50 ศิษย์เก่าดีเด่น 50 ปีวันพระราชทานนาม 131 ปีมหาวิทยาลัยมหิดล ศิษย์เก่าวิทยาลัยการจัดการ CMMU College of Management Mahidol University
- Prime Minister's Industry Awards Winner for our factory Saint Louis Plas-Mold Co.,Ltd.
- Guest Speaker for 1st Annual Business and Entrepreneurial Talk, Mahidol University International College.
- Guest Speaker for SACIST SMART CRAFT instructing to Thai brands on how to achieve global market.
- Received special Pin from H.R.H Prince Mahidol of Songkla
- SME Thailand Inno Awards 2017 สาขา "โดดเด่นด้านการตลาด"
- Alumni of the year ประเภทผู้ประสบความสำเร็จในการจัดการองค์ภาครัฐหรือเอกชน College of Management, Mahidol University
- 2015 Award an Outstanding Alumni Awards “Outstanding Management Recipient” from Mahidol University International College.
- Prime Minister Export Award 2007 by General Surayud Chulanont
- Thai Creative Awards by Her Royal Highness Princess Maha Chakri Sirindhorn
- Prime Minister Export Awards in 2012 (3 awards): Thailand Best Exporter, Thai Owned Brand and Design Excellence Award by Ms. Yingluck Shinawatra Professional Training
- 2015 Lecturer at Bangkok University International Business Management Program “Global Business Experience”
- 2013 Guest lecturer “Global Entrepreneur” at Bangkok University
- 2013 Guest lecturer “New Product Innovation” at CMMU
- Guest lecturer for Master degree at Rangsit University. (Product and channel)

- Guest lecturer for Bachelor degree at Bangkok University. (International marketing strategy)
- Guest lecturer for Master degree at Siam University. (Product and channel)
- Jury for a case competition at Thammasat University.
- Committee of the Thai Gift and Premium Association. TV Programs and Guest Speakers
- 2015 Business Talk on TV program “DITP ^{ที่}ห้องการค้า” by TGN Channel
- 2015 Guest speak for Department of International Trade Promotion, Ministry of Commerce “โครงการส่งเสริมการสร้างนักออกแบบไทย Talent Thai & Designers' Room”
- 2015 Guest speaker for Department of International Trade Promotion, Ministry of Commerce “New business thinking process for future entrepreneur”
- 2015 Guest speaker for Department of International Trade Promotion, Ministry of Commerce “Thinking to Launching process to the global market for the design business industry”
- 2015 Guest speaker for Department of International Trade Promotion, Ministry of Commerce “How to effectively plan your marketing strategies for the global market”
- 2015 Guest speaker for OKMD Fast Forward Talk 7th “Green Means Business”
- 2014 Guest speaker at Department of Business Development - Ministry of Commerce Thailand for “Brand Building Seminar”
- 2013 Guest for TV program “Ryounoi100lan (อายุน้อยร้อยล้าน)”
- 2013 Guest Speaker for OKMD “ถอดรหัสธุรกิจ”
- 2013 Guest speaker for “Creative Marketing” and “Value added on business” at BUIC
- 2012 Guest speaker at ISMED for “Cultural brand workshop”