



Prasopchoke Pramongkit, Ph.D.

National Technology Director

OCTOBER 2009

CURRENT POSITION:

Dr. Prasopchoke is National Technology Director, Microsoft (Thailand) Limited

EDUCATION:

Doctor of Philosophy (Computer and Engineering Management), Assumption University, Thailand, 1999. (Outstanding Performance of Prof.Dr.Srisakdi Charmornman Prize)

Master of Science (Computer and Engineering Management), Assumption University, Thailand, 1993. (Outstanding Performance of Prof.Dr.Srisakdi Charmornman Prize)

Master of Economics, Chulalongkorn University, Thailand, 1993.

Bachelor of Business Administration, Assumption University, Thailand, 1988.

RANGE of EXPERIENCE:

Dr. Prasopchoke has over 20 years of experiences from banking to manufacturing industry, from business consulting to technology solutions. He serves as National Technology Director in Microsoft Thailand. His domain is of innovation and technologies for tomorrow in enterprise and public sector, IT infrastructure & IS solutions. He also drives the technology policy debate, articulating our technology vision and strategy, demonstrating the value of innovation, advocating for the needs of our enterprise customers to platform decisions.

PROFESSIONAL AND BUSINESS HISTORY

Microsoft (Thailand) Limited

November 2007 – Present **National Technology Director**

- Lead key technologies & innovation in Thailand

November 2006 – October 2007 **Director, Enterprise Partner Group**

- Lead PTU and manage key enterprise partners

May 2005 – October 2006 *Platform Strategy Advisor*

- Manage adoption of new technologies and SOA/ Web Services
- Promote .NET with mission critical applications Wins

Sun Microsystems (Thailand)

September 2004 – April 2005 *Solutions Engagement Manager*

- Manage Sun's Professional Services

January 2004 - August 2004 *Strategic Account Manager*

- Manage strategic FSI accounts

College of Management, Mahidol University

February 2002 - January 2004 *Program Chair, E-Business Management*

- Manage E-Business Program

IT Apps Limited

August 2001 - January 2002 *Practice Leader*

- Managing Business Operations and Consulting Practice in Thailand with proven effective communication and negotiation skills. Successfully negotiated partnership agreements with other Service Support providers. Managed Contact Center/ CRM business practice, developed solutions, IT strategies for the key accounts.

Andersen THAILAND

March 2000 - July 2001 *Experienced Manager, Business Consulting*

- Of his extensive knowledge and experiences in banking regulatory environment and banking business practices, Dr. Prasopchok has been assigned for FSI projects business consulting as primary responsibility whom specializing in Integrated Customer Solutions (Siebel) in the Bangkok office with extensive experience in developing call center technology architectures for financial services industry.
- With Andersen, he had made 2 success stories for FSI business consulting practices. They are Thai Military Bank Public Company Limited and Export-Import Bank of Thailand.

Bangkok Capital Alliance (BCA)

January 1999 - February 2000 *Asset Manager*

- Asset management portfolio worth Baht 2.0 billion in total for GE and Goldman Sachs

International Finance Corporation (IFC), a member of the World Bank Group

January 1995 - December 1998 *Project Manager*

- Projects promotion: identification, investment identification and analysis and project financing. Arrange a US\$500 million long-term syndicated loan to Thai Petrochemical Industry Public Company Limited
- Mobilizing funds: Issue US\$180 million worth of US commercial paper for Finance One Public Company Limited. Structure a US\$270 million long-term loan to National Finance and Securities Public Company Limited
- Restructuring: Finance One Public Company Limited under the rehabilitation plan
- Advising the Authority: Provide a technical assistance to Thai SEC for Futures and Option Market in Thailand, SPV Act for Securitization.

Capital Nomura Securities PCL

January 1994 - December 1995 *AVP-Investment Banking*

- Investment Banking Activities: Mobilizing funds and financial advisory services
- SET listing: Delta Electronics (Thailand) Public Company Limited
- Fund Raising: Issuing bonds for Supalai Public Company Limited

Siam Sanwa Industrial Credit PCL

January 1992 - December 1994 *Assistant Manager*

- Company Research: Finance and Property Sector
- Economic Research: Macro-economic model and forecast

Citibank, Bangkok

January 1989 - December 1991 *Lending Officer*

- Managing clients' lending portfolios and providing appropriate means and sources of financing for corporate clients

KEY SUCCESS STORIES:

- Managed a combined value of Baht 2 billion of assets for a joint venture asset management company of GE Capital and Goldman Sachs. The projects assigned are entitled under the scope of asset valuation, settlements, monitoring and supervision and implementation. Being involved in the formulation of strategic operations and organizational planning of the firm in asset management.
- Managed financial and investment activities in Indochina region for the International Finance Corporation (IFC), a member of the World Bank Group, regional mission in Bangkok, Thailand. Project promotions are well diversified in terms of industry classification from agribusiness to petrochemicals, from financial services to manufacturing industry (including Oil and Gas). Key developmental roles as part of the technical team from the head quarters in Washington D.C. for the business and technical assessment and due diligence.
- Structured a US\$500 million long-term syndicated loan for TPI PCL, the largest syndicated loan as ever for Thai conglomerate.
- Issued a "AAA" rating by S&P and Moody's Commercial Paper for Finance One PCL worth US\$180 million.
- Structured a US\$280 million long-term loan for National Finance PCL, the largest and longest maturity loan facilities for second tiered bank.
- Structured Euro-Yen 90 billion for Phatra Thanakit PCL as part of fund raising program.
- At the financial crisis, loans restructuring program were conducted and assigned to the mission field in Bangkok for loan rehabilitation: Finance One PCL and TPI PCL.
- Of the technical skills, assist Thai SEC drafting the Special Purpose Vehicle Act (SPV) and the developmental guidelines for Futures & Option market in Thailand as part of the securitization program.
- With Capital Nomura Securities, due assigned as a financial advisor for the Initial Public Offering worth of Baht1.5 billion for Delta Electronics (Thailand) PCL to be listed on the SET. Key success under the fund raising program for the clients are to issue convertible debentures for Supalai PCL worth of Baht800 million.
- With Siam Sanwa Industrial Credit PCL, produce and create quality assured research papers on banking as well as developing econometric model for economic forecasts for Thai economy.

PUBLICATIONS:

- E-Business Applications and Learning Dynamic, Proceedings, the 6th International Conference in Electronic Commerce Research, Dallas, Texas, U.S.A., October 2003.
- Technology Acquisition, A Measure of Technology Discontinuities: A Case Study of Thai Technology-based Manufacturing Industry, PICMET'99 Proceedings, Engineering Management,

Portland International Conference on Management of Engineering and Technology, P-P357, July 1999.

- Analysis of Technological Learning for Thai Manufacturing Industry, Technovation, The International Journal of Technological Innovation, Entrepreneurship and Technology Management, Volume 20, Number 4, April 2000.
- Productivity Growth and Learning Potentials of Thai Industry, Technological Forecasting & Social Change, An International Journal, Volume 64, pp 1-13, 2001.
- Strategic IT Framework for Modern Enterprise by using Information Technology Capabilities (ITCAP), Proceedings, 2002 IEEE International Engineering Management Conference (IEMC-2002), Cambridge, United Kingdom, 2002.
- Mobile Commerce: Key Success Factors for WAP services in Thailand, NCEB2002, Bangkok, Thailand, October 24-25, 2002.
- The Future of Mobile Commerce, Challenges and Lesson Learned, NCEB2002, Bangkok, Thailand, October 24-25, 2002.

ACTIVE MEMBERSHIPS:

IEEE, ACM, Microsoft RFID COE