



วิทยากร

อ.เหรียญชัย นำชัยศรีค้ำ

<u>Education</u>	1979-1983	Bachelor in Electrical Engineering Chulalongkorn University
	1986-1989	MBA (Finance) National Institute of Development Administration (NIDA)
<u>Experience</u>	1983-1986	Electrical Engineer Metropolitan Electricity Authority <i>Responsibility</i> <i>Planning and development for using electricity</i>
	1989-1991	Research Analyst, Phatra Research Institute Phatra Thanakit Plc <i>Responsibility</i> <i>Securities analysis in communication, commerce, hospital, hotel and shipping sectors</i>
	1991-1995	Assistant Vice President, Provident Fund Manager Phatra Thanakit Plc <i>Responsibility</i> <i>Planning and analysis in securities and fixed income for Investment in provident fund</i>
	1995-1996	Vice President, Securities Analysis and Investment Banking

Department, Krungthai Finance and Securities Plc

Responsibility 1.Planning for securities and fixed income analysis for

Securities trading and loan department,

2.Securities and fixed income underwriting, joint venture

Debt restructuring, Financial Advisory

1996-1999 Senior Vice President, Business Development Department

Ayudhya Investment and Trust Plc.

Responsibility 1.Planning and development financial instruments for the corporate,

2.Raised fund for corporates by issuing financial instruments or by joint venture,

3.Financial forecasting, planning and value analysis for

Corporate

4.Debt restructuring, Merger

5.Strategic management and Strategic Financial Advisory

1999-2000 Vice President, Corporate Planning Department

Bank Thai Plc.

Responsibility 1.Planning for Bank as a corporate strategy, business Strategy and functional strategy,

2.Analysis and monitor financial status to comply with government rule and planning for increase capital for bank.

3.Debt Restructuring cooperate with Lender department

4. Strategic management and Strategic Financial Advisory

2000-Present **Consultant**

- Strategic Management

- Strategic Marketing management
- Strategic Finance management
- Strategic Human Resource Development
- BSC and KPI
- Problem Solving
- Diagnosis and Decision Making
- Private investment in area of Stocks and Fixed income
- Business plan for loan or for joint venture or expansion
- Marketing Strategy and Planning
- Project Management and Project Feasibility
- Risk Management
- Change Management
- Budgetting
- Performance Management
- Logistics & SCM
- Lean Manufacturing
- Energy Management
- Total Quality Management (TQM)
- Sig Sixma

Lecturer in University, In house and public training

Experiences Consultant 1. *Paper choice Co,Ltd*

- (for some cases)*
- *Finance and Marketing Strategy*
 - *Cost and Expenses deduction*
 - *Business Plan for loan*
 - *BSC & KPI*
 - *Human development*
 - *Profit Planning and Control (Budgeting)*

- *Managerial Accounting*
- 2. *L.B.S.Laboratory Ltd.Part*
 - *Cost of Manufacturing Analysis and Management*
 - *Strategy Map, BSC & KPI*
 - *Profit Planning and Control (Budgeting)*
 - *Business Plan for new project and loan*
 - *Organization Development*
- 3. *S.P Electric Industry Co.,Ltd*
 - *Cost of Manufacturing Analysis and Management*
 - *Inventory Control*
 - *Marketing and Sales planning*
 - *Project Management*
- 4. *Thai Sin Rubber Industry Ltd.Part*
 - *Cost of Manufacturing Analysis and Management*
 - *Marketing and Finance Strategy*
- 5. *Dao Tao Pateesuwat Ltd.Part*
 - *Inventory Control and Management*
 - *Purchasing Control and Management*
 - *Costs and Expenses Analysis and Management*
- 6. *Pro Ten Co.,Ltd*
 - *Cost of Manufacturing Analysis and Management*
 - *Marketing and Sale planning*
 - *Problem solving*
- 7. *.Krung Sian Saint Carlos Hospital*
 - *Marketing and Finance Management in area of SPA
Business*
 - *Human Development*
 - *Sale Planning*
- 8. *Union Castap Co.,Ltd*

- *Costing Management and Working Capital Management*

9. Ratchburi feed mill Co.ltd

- *Lean production and TPM*

10. TSP Co.,Ltd

- *Joint Venture*
- *Cost reduction and control*
- *Profit Planning and control (Budgeting)*
- *Project Feasibility and Management*
- *Strategic planning*

11. Sabina Fareast Co.,Ltd

- *TPM*

12. Town in Town hotel

- *Cost reduction*
- *Management*
- *Sales planning*
- *KPI*

13. Watanapanit Publishing

- *Lean for reduce waste and increase efficiency*
- *Inventory Management*
- *TQM*
- *Strategy & KPI*
- *Managerial Accounting*

14. Thai trafo Co.,ltd

- *Strategy Map,BSC and KPI*
- *Project Feasibility and Management*
- *Problem Solving*
- *Managerial Accounting*

15. CCL label (Thai) Ltd

- *Lean for reduce waste and increase productivity*

16.CB.Tact(Thailand)

- *Lean for reduce waste and increase efficiency,TQM*

17.Noodle Garden

- *Cost effective management,*
- *Strategy & BSC*
- *Sales and Marketing planning*

18 S&P

- Strategy planning & KPI*
- Financial and Cost management*

19.SBCG

- *Activity Based Costing*

20.Intanon SportingCo.,Ltd

- *Lean for reduce waste, cost and improve productivity*

21 Great Foam Products Co.,Ltd

- *Lean for reduce waste, cost and improve productivity*
- *Inventory Control*
- *Finance Management*
- *Organization Development*
- *Sales and Marketing planning*

22.Kuiburi Fruit Canning Co.,Ltd

- *Lean Manufacturing for reduce waste, cost and improve productivity*

23.The Union Mosaic Industry Plc

- *Lean for reduce waste, cost and improve productivity*

24.Inno Life Co.,Ltd

- *Strategy & BSC&KPI*
- *Marketing planning*
- *Organization Development*
- *Cost reduction*

- Budgeting

25.SPM Feed Mill Co.,ltd

- Logistics&Supply Chain Management

26.Top Trend Manufacturing Co.,Ltd

- Logistics&Supply Chain Management

- Strategy and Strategy Map

- Lean Manufacturing for reduce waste, cost and improve productivity

27.Asia Polysacks

- Logistics&Supply Chain Management

28.V.S.Industry Tyres Co.,Ltd

- Logistics&Supply Chain Management

- Marketing Strategy and sales planning

- Leader ship

- Activity based costing

29.WVK Group

- Strategy and Implementation

- Marketing and Sale Improvement

- Developing all function for efficiency

- Budgeting

30.Compound Clay Co.,Ltd

- Lean Manufacturing for reduce waste, cost and improve productivity

- Budgeting

- Marketing and Sales strategy and planning

- Project Feasibility and Management

- Logistics and Supply chain

- Organization Development

31. Flexiplan Co.,Ltd

- *Lean Manufacturing for reduce waste, cost and improve productivity*
- *Logistics and Supply chain*
- *Marketing and Sale Strategy and Planning*
- *Budgeting*
- *Activity base costing*

32. Double Pine Co.Ltd

- *Marketing and Sale Strategy and planning*
- *Organization Development*
- etc*

Consult in private investment in area of Stocks and Fixed income for personal fund

Consult in Energy Management

- Grand Chiana Hotel*
- Mellilanium Hilton Hotel*
- Monteirn Revirside Hotel*
- Mae Num Hotel*
- Bangkok Center Hotel*
- Siripinyo Tower*
- Saim Narimitrm (Rongrakorn)*

Other Experience	Lecturer of Business Administration Faculty,
Lecturer	University of the Thai Chamber of Commerce
(since 1993)	Topic

- For Bachelor Program (Present)
 - Profit Planning and Control
 - For Master Program (Past)
- Finance Management

- Investment and Portfolio Management

Kasembandit University

- For Master Program (Past)
 - Investment and Portfolio Management

Krik University

- For Bachelor Program (Present)
 - Finance strategy and Analysis
 - Seminar in Finance
 - Quantitative Analysis

Kasetsart University

- For MBA Program at Supanburi (Past)
- Finance Management
- For MiniMBA Program (Past)
- Business Plan
- Finance Analysis and Management
- For Bachelor Program (Past)
- Financial Analysis

Rangsit University

- For Master Program (Present)
- Finance Management

Thammasart University

- For MBE Program (Present)
 - Finance Management
 - Business Plan

Ramkhamhang University (partial lecturer)

- For Young Executive MBA (Past)
 - International Finance
- For MBA Programme (Present)

- Finance Management
- Investment
 - Strategy Management

Bangkok University

- For Bachelor Program (Present)
 - Business Policy
 - Business Plan