

# Vasu Thirasak

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## Professional Experience

**Thammasat University, Bangkok** – *Thailand's leading university*

**Lecturer, Liberal Arts, Business English Communication International Program** August 2016 – Present  
**Lecturer, Liberal Arts, ASEAN – China International Program** June 2017 – Present

- Instruct Tourism and Hotel Management course to international students at undergraduate level

**Big C Supercenter, Bangkok** – *Thailand's leading modern trade retailer*

**Director of HR - Internal Communications, Academy, Policy, HRM & HRD** April 2015 – June 2016  
**Board Member, Big C Thailand Foundation and Big C CSR Working Committee**

- Responsible for Big C's Strategic HR Management, Internal Communications, HR Policy, Training Academy, Talent/Succession Management, Organization Design, and Organization Development
- Provided executive-level consultation in HR strategic planning and organization design/development to heads of Business Units
- Established the 'Center of Excellence' Training Hub for Mini Big C store format
- Designed and developed programs to build the company's talent and leadership capacities
- Led the Big C Academy team to develop online e-learning courses and leadership training curriculum
- Advised on human capital management strategies to optimize manpower effectiveness and efficiency in stores and distribution centers
- Revised and updated HR policies and procedures to reflect the current working environment and situation
- Established the 'Welcome to Big C' orientation program to introduce the company, its core values and expectations to new associates
- Launched the company's Code of Conduct and achieved 100% employee commitment to uphold the principles of the Code
- Led the team in providing employment opportunities to people with disabilities, making Big C the first and only major retailer in Thailand to employ up to 2% of the company population (law requires 1%)
- Enhanced and standardized the internal communication process and procedures
- Project manager for the annual corporate Key Performance Indicator (KPI) review

**Accorhotels Asia Pacific, Bangkok** – *Largest hotel operator in Europe and Asia Pacific*

**Regional Director of Communications – Southeast and Northeast Asia** Nov. 2009 – March 2015  
**Chairman, Accor Thailand's Yim Kids Foundation**

- Member of the Regional Executive Committee
- Responsible for Accor's corporate communications in 11 countries: Thailand, Vietnam, Cambodia, Laos, Myanmar, the Philippines, Malaysia, Singapore, Indonesia, Japan and South Korea – over 170 hotels under 9 hotel brands: Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Mercure, ibis, ibis Styles and ibis *budget*
- Managed media relations for the region and execute strategic announcements for each country
- Analyzed and advised the executive committee on key political and economical developments related to the hospitality industry
- Advised on policies and procedures to ensure company's performance enhancement and productivity
- Supported Sales and Marketing Departments on promotional/advertisement campaigns and contents
- Organized corporate PR events, media engagements, press trips and press conferences
- Advised hotels on communications guidelines, strategic media activities and communications plan
- Managed CSR programs and develop CSR communications strategies for each country
- In charge of managing crisis communications and sensitivities related to the company's image

**The Post Publishing Public Co., Ltd., Bangkok – Bangkok Post Newspaper**  
Sub-Editor, *Bangkok Post*, Education Section

Jan. 2009 – Nov. 2009

- Edit and proofread articles, features and news for *Bangkok Post's* Education Section
- Managed page layouts and designs
- Wrote feature stories on education-related issues in Thailand for the section

**Namsang Chakkol Co., Ltd., Bangkok – Country's largest generator rental/distributor**  
General Manager

Sep. 2006 – Dec.2008

- Managed the company's Operations, Marketing, Distribution and Sales/Rental Departments to enhance the revenue from sales and rental of electric generators, air-compressors, welders, and various construction machinery items
- Managed marketing, public relations and advertising strategies for the company
- Led the auditing team to improve the company's overall quality and services
- Implemented strategic business planning and supervise the execution of training programs

**Tourism Authority of Thailand, New York – National Tourism Organization**  
Marketing Officer

Aug. 2001 – Feb. 2006

- Responsible for all marketing operations and activities to promote Thailand as a tourist destination
- Implemented the organization's promotional campaigns by coordinating various medias, tour operators, travel agents, and other tourism/governmental organizations in the area of responsibility
- Planned, implemented and attended trade shows, functions, and seminars
- Organized conferences, media events and press/travel agent familiarization (FAM) trips to Thailand
- Responsible for press releases, performance/budgeting reports, and marketing studies
- Coordinated and facilitated MICE (Meeting, Incentives, Convention, and Exhibition) clients from the US to consider Thailand as a meeting/conference destination
- Managed crisis communications
- Provided tourist information for those interested in traveling to Thailand

**United Nations, Bangkok - Intergovernmental Organization**  
Internship at ILO (International Labor Organization)

Jul. - Sept. 1999

- Conducted research and reports for the ongoing United Nations conferences and seminars on child labor
- Compiled accurate statistical information and summarized documents for ILO conference publication: *Asian Regional Meeting on the Worst Forms of Child Labour, Phuket, Thailand 1999*
- Coordinated with the Ministry of Social Welfare for information and statistics

## **Academic Background**

<b>Thammasat University, Thammasat Business School</b> Doctor of Philosophy Program in Business Administration	<b>Present</b>
<b>Chulalongkorn University, Faculty of Economics</b> Mini Master in Human Resources Management	<b>2016</b>
<b>Cornell University, Johnson Graduate School of Management</b> eCornell - Certificate in Business Strategy: Achieving Competitive Advantage	<b>2014-2015</b>
<b>City University of New York (CUNY), John Jay College of Criminal Justice</b> Master of Public Administration (MPA) Inspector General Program - Specialization: Investigation and Operational Inspection	<b>2002-2005</b>
<b>City University of New York (CUNY), John Jay College of Criminal Justice</b> Graduate Certificate in Terrorism Studies, from the Center on Terrorism and Public Safety	<b>2004-2005</b>
<b>Mahidol University International College (MUIC)</b> Bachelor of Arts Degree in Business Administration (BBA) Specialization: Marketing	<b>1996-2000</b>
<b>Ekamai International School</b> High School Diploma	<b>1988-1996</b>