



TONGJAI THANACHANAN

**Executive Vice President, Chief Sustainability and Strategy,
Thai Beverage Public Company Limited**

PROFILE

With more than 15 years of global strategic consulting experience, and extensive investment management expertise, Tongjai has turned her focus to Sustainability and Social Enterprise development. She has been an instrumental figure in the launch of Pracharat Raksamakkee social enterprise network across Thailand, which focuses on rural community development. Additionally, she serves as program director and judge in the award-winning "Win Win WAR Thailand" reality TV program which promotes social entrepreneurship.

Tongjai currently serves as Chief of Sustainability and Strategy at Thai Beverage Group, a leading food and beverage conglomerate in ASEAN.

CONTACT

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SELECTED EXPERIENCES

Executive Vice President, Chief Sustainability and Strategy,

Thai Beverage Public Company Limited
2022 - Present

Senior Vice President, Chief Sustainable Business Development,

Thai Beverage Public Company Limited
2020 - 2022

Director and Secretary to the Board of Director,

Foundation for the Institute of Social Enterprise Development (FINSEDT)
2018 – Present

Director, Sermsook Plc.

2017 – Present

Managing Director, C asean

2020 - Present

Secretariat, C asean Leadership Foundation

2022 - Present

Managing Director, Pracharath Rak Samakkee Thailand (Social Enterprise) Co., Ltd.

2016 – 2022

Advisor to Executive Committee, Mae Fah Luang Foundation Under Royal Patronage

2014 - 2019

Advisor to Risk Management Committee Member, The Thai Red Cross Society

2014 – 2019

Senior Advisor, The Boston Consulting Group (Thailand)

2014 – 2018

Partner & Managing Director, The Boston Consulting Group (Thailand)

2011 – 2014

Principal, The Boston Consulting Group (Thailand)

2006 – 2010

Director, Corporate Coverage, Deutsche Bank (Thailand)

2005 – 2006

Executive Vice President & Deputy Chief Investment Officer, Ayudhya JF Asset

Management

2002 – 2005

Project Leader, The Boston Consulting Group (Thailand)

1999 – 2002

Consultant, The Boston Consulting Group (Thailand)

1997 – 1998

Investment Officer, Portfolio Investment Division, Banking Department, The Bank of Thailand

1993 – 1996

EDUCATION

Thai Institute of Directors Association (IOD)

Director Certificate Program (DCP) 2014

Kellogg Graduate School of Management, Northwestern University, U.S.A.

Masters of Management (MBA)

Majored in Finance & International Business

Princeton University, U.S.A.

Bachelor of Arts (Magna Cum Laude)

Majored in Economics & East Asian Studies