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**Lecturer**  
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Qualification: Scholarly Academic (SA)

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## Academic Background

### Ph.D. (Management)

Ph.D. (Management) Assumption University, Thailand, 2021.

### M.B.A. (Marketing)

M.B.A. (Marketing) Swinburne University of Technology, Australia, 2010.

### B.B.A. (Management)

B.B.A. (Management) Kasetsart University, Thailand, 2006.

## Professional Certifications

Certified in Exhibition Management, International Association of Exhibitions and Events, 2020

## Work Experience

### Work Experience

Marketing and Cooperated Strategy Vice President, Thailand Post Distribution Co., Ltd. (Thailand Post Subsidiaries) (November, 2023 - March, 2024), Bangkok, Thailand.

- Seeking for new business opportunity and analysis for potential of growth
- Design strategic direction for new business potential to create new revenue stream
- Design and deliver new business plan and strategic initiative
- Monitoring teams including marketing and communication section, risk and cooperate strategy section and business development section to execute on track of the business direction
- Budget setting and planning for Marketing and Cooperated Strategy department

### Key Achievement:

- Establish the Business strategy and Marketing Plan for year 2024 to drive the business growth in the campaign of "Handling the Tough, the Cold, the Big, and the Bulk."

Supplementary Business Manager (New Business Spin Off), EnCo – ENERGY COMPLEX Co., Ltd. (PTT Subsidiaries) (April, 2023 - September, 2023), Bangkok, Thailand.

- Seeking for new business opportunity and analysis for potential of growth
- Design strategic direction for new business potential to create new revenue stream
- Feasibility for new business growth potential with supported by business development team
- Design and deliver new business plan and strategic initiative
- Design and deliver strategic marketing plan including research hypothesis and market analyze for new product development (NPD)
- Project Manager for new business set up including production, process and procedure including distribution channel
- Plan, design and deliver business development and sales plan
- Budget setting, plan and monitoring track for sales, marketing and advertising
- Deliver advertising materials to promote and communicate as planned
- Monitoring profit & loss to ensure EBITDA targeted
- Drive team to result for performance, P&L along with customer satisfaction
- Supervise, mentoring and coaching for team performance to deliver services standard
- Build internal expert to support conference and event marketing
- Strong relationships with visitors, clients, and vendors

### Key Achievement:

- Generate income 30 MB for Conference and Event including commercial area within 1 year with 33% Gross Margin (10 MB)
- Productive business cost and expenditure from 7 MB per year to 4 MB per year (Cost saving at 3 MB) within 3 months

Residential Hotel Manager (Cluster General Manager), EnCo – ENERGY COMPLEX Co., Ltd. (PTT Subsidiaries (May, 2015 - August, 2023), Bangkok, Thailand.

- Policy, process and procedure set up for hotel operation including procurement, food and beverage, stock and inventory management including services management
- Strategic business direction including pricing structure for food and beverage, accommodation and new services for hotel performance
- Hotel revenue and budget planning and tracking for P&L
- Customer data analytics to create customer life time value
- Plan, design and deliver services standard procedure to handling customer complaint as targeted along with upgrade hotel services standard.
- Supervise services excellence for customer centric to team performance
- Hotel brand building along with marketing and advertising team to build hotel awareness and reputation

**Key Achievement:**

- Agoda rating 9.00 score for hotel performance through customer satisfaction within 1 year
- Create revenue stream for 27 MB with hotel operation cost at 22 MB (5 MB gross margin within 1 year)
- Productive cost controlling for Food and Beverage to create 40% gross margin from F&B Cost within 1 year
- Reduce hotel staff turnover rate from 10% to 2% within 1 year

Exhibition Project Manager, CITYNEON DISPLAY & CONSTRUCTION (THAILAND) Co., Ltd (August, 2011 - May, 2015), Bangkok, Thailand.

- Creating business plan, profit & loss set up along with sales plan for business development
- Project management as a PMO including customization architect design, production and budget management
- Customer solution for advising and consulting to serve customer request including competitive advantage analysis to support customer sales revenue
- Planning for sales plan to targeted customer and revenue stream
- Coordinating with the organizing committee and working team in order to supervise and smoothly arrange all requirements according to the project timeline
- Build relationship between exhibitor, supplier and company in term of service for facilities in the Expo
- Supervise and mentoring team member for higher performance to achieve sales target
- Cost estimation for building booth and arranging event marketing.

**Key Achievement:**

- Generate revenue for 5 MB from set up and customize design selling for In-Cosmetic Asia 2011, 2012, 2013, 2014 (Bangkok)
- Generate revenue for 400K from set up and customize design for CPHI Expo 2014 (Indonesia)
- Generate revenue for 12 MB from set up, customize design, contractor management for JCK International jewelry world fair 2012, 2013 (USA)
- Set up OCSC International Education Expo 2011, 2012, 2013, 2014 (Bangkok)
- Set up Energy Regulators' Forum 2012, 2013 (Bangkok)
- Set up Metalex Asia 2011, 2012, 2013, 2014 (Bangkok)

## **Teaching**

### **Courses Taught**

#### **Bachelor Degree**

Tour Planning and Organizing

Entrepreneurship in Tourism Industry

Tour Operation and Travel Agency Management

Tourism Project Management

Research Methodology in Tourism

Seminar in Tourism

Sales and Marketing for MICE Industry

Professional Incentive Travel and Destination Management Company

Digital MICE Industry Managerial Innovation

## **Intellectual Contributions**

### **Refereed Articles**

#### **Basic or Discovery Scholarship**

Potchani, N. (2021). The influence of career anchors on job satisfaction mediated by work-family enrichment in convention and exhibition industry in Thailand. *Journal of Yala Rajabhat University*.

## **Service**

**Last updated by member on 12-Jun-25 (10:39 PM)**