



**Name** Mr. Jirayut Pitanon

**Birthday** 2 July 1974

**Education**

Year 1992 St's John College High School

Year 1996 BBA Finance , Kasetsart University

Year 2003 MBA Finance, Assumption University

Year 2007 Executive Mini MBA , General Management, Assumption University.

Year 2009 Certificate "Gems & Jewelry Grading & Appraisal"

Year 2010 Certificate "KasikornBank SMEs Care By Chulalongkorn University

Year 2012 Certificate Financial Planning Program "Foundation of Financial & Tax Planning"

Certificate Financial Planning Program "Investment Planning"

Certificate Financial Planning Program "Retirement Planning"

Year 2013 Certificate Financial Planning Program "Insurance Planning"

Certificate Financial Planning Program "Tax & Estate Planning"

Certificate Financial Planning Program "Financial Plan Construction"

Year 2018 Certified License of Life and Non-Life Insurance

Year 2025 Investment Consultant License (IC License)

## **SPECIALIZATION**

Corporate Finance both intrinsic value and market value, Managerial Accounting, Entrepreneurial Financial management, Credit management, Startup business model, Strategic business management, Financial Feasibility, Financial Planning Program, Lean startup and Creativity Thinking, New Business Development, transforming research to be commercial innovative products.

### **Research Project :**

Smart Hospitality : Leveraging Digital Orientation for Sustainable Business Performance

### **Journal :**

Perception of Customer Experience Towards Customer Loyalty in Online Food Delivery Services in Thailand: Exploring in Generation Z  
Community and Social Development Journal: CSDJ

### **Award, Honor**

- Guest Speaker of Business operation for SMEs Entrepreneur.
- Environment Management system level 2 from Department of Industrial Work
- Environment Management system level 1 from Department of Industrial Work
- Guest Speaker Business Model Canvas.
- Business Consultant for SMEs Incubation Project of BUU

### **Experience**

#### **2012-Present2026**

- Instructor in Bachelor of Business Administration in Finance
- Business consult for Financial Forecasting and Annually Budgeting
- Business consult for Financial Ratio Analysis & Feasibility Study

- Business Model Consultant and Financial Model Consult for Entrepreneur Of “Region to Global”, “Research to Market”, “Experience Learning Program” held by Eastern Science Park
- Business Consult of UBI, University Business Incubator (Burapha University) for Private sector entrepreneurs.
- Startup Business Trainer, innovative products, and creativity idea
- Start Up Pitching Commentator of Eastern Science Park.
- Start Up Business Incubator of Eastern Science Park Burapha University
- Business Trainer “Fundamental of Credit and Credit Anylysis”
- Director of SUN BUSINESS SUPPORT CO., LTD. Food business
- Co-Founder of By Heart Kokoro Delivery Homemade Food.
- Director of AMT Synergy Co. Ltd. Digital Marketing Business.
- Owner & Co-Founder of Arriya Gems & Jewelry
- Business Consultant for Amatateam Co., Ltd , smart home & CCTV system
- Part-Time Financial & Budget instructor of Silpakorn University International College
- Part-Time Principal Account instructor of Silpakorn University International College
- Part-Time Accounting Management of Silpakorn University International College
- Part-Time Business Finance instructor of Silpakorn University International College
- Part-time Managerial Account instructor of Stamford University.
- Part-time Finance instructor of Burapha University International College
- Part-time Entrepreneurship instructor of Dhurakit Bundit University
- Part-time Finance for Creating Wealthy Business instructor of Dhurakit Bundit University
- Part-time Advance Corporate Finance instructor of Stamford University
- Part-time Corporate Finance Trainer for Public training of BUUIC.

- Corporate Finance Trainer Pro Experience Training Company.
- Guest speaker Start up Project of Business Brotherhood Project held by Engineering Faculty of Burapha University
- Commentator of Startup Project of College of Innovative Business and Accountancy: CIBA, Dhurakij Pundit University
- Guest speaker Start up Business Brotherhood , held by Burapha University
- Guest speaker Start up Project of “Research To Market Project” held by Burapha University
- Guest Speaker Business Model for faculty of Allied Health Science, Thammasat University.
- Guest Speaker Business Model for Bachelor of Arts Program in Ecocultural Entrepreneurship Mahidol University , Nakonsawan Campus.
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**2004-2012**

**Siam Food Supply Co, Ltd.**

**Position** Director & Vice President (Chief Finance Officer)

Capital Register 160 MB

Thai & Japanese Shareholder

**Business** Frozen Japanese seafood

Importing premium raw material around the world

Process in Samutprakarn and Songkhla Branch

Export to Japan to major Japanese Customer distribute throughout Japan

Sale Volume 1200-1500 MB / Year, Staff 1200 persons

**Responsibility**

- Board of Director, summarize Corporate performance, Financial Status, Business strategies & Objective for both primary and

- supporting activities of Business for both short-term and Long-Term plan
- Chief Finance Office, Leading & Directing all business supporting activity as follow department
    - Finance & Accounting Department to set up budget, Cash Flow management and accounting record process summarize financial statement.
    - Financial Analysis for evaluating company performance
    - Procurement Department supporting Production and related department
    - Human resource Department, recruitment, selection, training & development, compensation.
    - Logistic Trade Finance and Foreign currency risk management
  - Capital Budgeting, comparative of asset investment alternative to decision for optimal project for invest capital
  - Planning Source of fund both internal and external, equity & liability, to implement business strategies and objective those defined from Board of Director
  - Plan Do Check Act for project that increase the standard level for corporate. Such as Environment Management Project or Develop executive and staff competency project.
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**2000-2004**

**Chantaburi Fruit Product Co., Ltd.**

**Position** : Marketing Manager

**Business** : Processing fresh fruit to dried fruit by using Vacuum Fried and Freeze Dried Process

**Responsibility**

- Marketing Strategy ; Segment, Target and Positioning product to launch new product in that time to the market.
- Implement the production & marketing process to meet the 5 star OTOP Standard.
- Introduce Vacuum Fried Fruit to Modern trade and supermarket such as Tops supermarket, Food Land, Home Fresh Mart
- Planning for Food exhibition to expand market to international market by using both Indirect export strategy by running OEM & co-operation with Showa trading company from Japan.



## NJ Gems Limited Partnership

**Position** Marketing Manager

**Business** Import gemstone, Spessartite , from Africa  
Cutting and sale in local and export

## Responsibility

- Start interactive e-commerce business with website and market place ebay
- B2B business cutting calibrated gems for offering to jewelry manufacturer.

**Year 1996-2000**

**Bangkok Bank Head Office**

**Department:** Wholesale Lending Department

**Position** : Lending Officer of Agriculture industry and Chemical Industry  
: Special Asset Management.

## **Responsibility**

- Credit analysis for requested credit line both of short-term, working capital , trade finance, Long-term loan from customers in portfolio
- Feasibility study for investment project of customer
- Analysis the external and internal environment factors those effect to industry and business of customer by SWOT method
- Analysis the strategy of customer all of 3 level consist of Corporate Strategy, Business Strategy and Functional Strategy which fitting to the company or not
- Calculation Working Capital Credit line fitting with daily operating
- Financial consultant for the customers in portfolio for managing money.
- Control credit line of customer to get along with its objective
- Trouble Debt Restructuring from 1997 Tom Yum Kung Crisis
- Financial Risk management and risk rating to customer
  - Quantitative and Qualitative risk assessment.

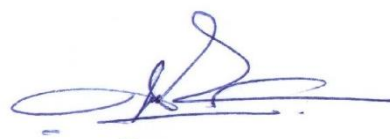
**1996**

**Advance Info Service Public Co., Ltd.**

**Position** : Finance Support Officer, Operation Department

## **Responsibility**

- Analysis effectiveness and efficiency collecting monthly fee of airtime and other service of AIS to shorten AR period.



Mr. Jirayut Pitanon