

Thirachon Tanesdechsundhara

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Experience

D Well Grand Asset Co., Ltd. & Habitat Co., Ltd.

Deputy Managing Director

2010 - Present

- Head of company's Business Development and Marketing Divisions
- Developed feasibility studies and financial projections for all of the company's projects, which include 3 condominium projects and a single detached housing project with combined total value of THB 1.8 billion. The projects include:
- Formulated and implemented sales and marketing strategy, including above-the-line, below-the-line and digital marketing, for all projects resulting in surpassing sales target for each project while maintaining the given budget.
- Leading the rebranding project for D'Well's corporate brand that includes developing new corporate identity system and revamping the company's website.

D'Well Development

Marketing Director

2009 - 2010

- Spearheaded the sales and marketing campaign for phase 2 of D'65 Condominium including promotions, media advertising and special sales event.
- The project sold out upon completion with total value of THB 650 million

CB Richard Ellis (Thailand) Co., Ltd.

Analyst

2008 - 2009

- Conducted extensive property market research in Bangkok, Pattaya, Phuket, Phang Nga and Khao Yai covering various property sectors such as residential condominium and housing projects, hotels & resorts, super luxury villas, commercial office buildings, retail centres and mixed-use developments.
- Analysed research findings and presented recommended development schemes, highest-and-best-use studies and project's feasibility studies based on the findings to clients including; *Thainox Stainless Steel Pcl.*, *Chulalongkorn University*, *Rawi Warin Resort & Spa*, *Tanayong Pcl.*, *Chaophraya Express Boat Co. Ltd.*

Education

Sasin Graduate Institute of Business Administration of Chulalongkorn University

2006 - 2008

Master of Business Administration

Dual Major in Marketing & Finance

London College of Communications, University of The Arts. London

2000 - 2003

BA (Honours) Retail Design Management

Upper Second Class Honours

Continuing Education

RECU Real Estate Development Program #38 by The Real Estate Executive Association of Chulalongkorn University	2011
KSME Care #15 By Kasikorn Bank Pcl.	2011
Real Estate Certification Program #3 - "Real Estate Finance" By Real Estate Information Center (REIC)	2013
Chief Marketing Officer #2 By Marketing Association of Thailand	2014

Other

- **Director of Thai Condominium Association**
- **Representative of Thai Condominium Association in the House & Condo Show Organization Committee**
- **President of D'65 Condominium Juristic Person Committee**
- **Vice President of class of 2006 at Sasin Graduate Institute of Business Administration of Chulalongkorn University**