

1.1 Consultant Profiles



Surname, First Name: Keeratkrainon, Monsinee

Born: 1973

Marital Status: single

Nationality: Thai

Proposed Position:

Key Qualifications:

More than 16 years of experiences in ICT industry, with special expertise in the areas of industry and policy research, go-to-market strategy, business transformation, M&A, technology/ market due diligence and valuation.

Strong background in technology deployment strategy in various sector, such as healthcare (e-health), finance, aviation, and industrials. Special expertise in IoT (Internet of Things), smart solutions & connectivity, from B2C to B2B solutions.

Extensive experience across Southeast Asia, at boardroom level from working with C-levels across business units in strategic roadmapping to working along side with staff and unions to transform/enhance the business and operation processes.

An official trainer and workshop facilitator for key government bodies under Ministry of Commerce. Have facilitated more than 100+ workshops in the areas of go-to-market strategy, transformation, competency building, and value innovation.

Have published an international book in policy liberalization and have been a guest lecturer at many leading universities, such as Mahidol (College of Management – Inter MBA), Silpakorn University (Inter MBA), Assumption University (Telecom Management), Panyapiwat Institute of Management (Corporate training)

Language Skills:

Language	Proficiency
English	Fluent
Thai	Native

Professional Education:

08/1996 - 10/2001 Temple University (USA)
Telecommunications
Master's and Ph.D.

08/1991 - 04/1995 Assumption University
Business Management
BBA

Professional Experience:

Current Detecon Asia-Pacific Ltd. (Part of Deutsche Telekom & T
Mobile Group)
Business Partner and Country Director, Thailand

2014 Deloitte SEA
Partner, Commercial Advisory

2010-2013 Frost & Sullivan
Country Director, Thailand and Myanmar

2008-2010 Wipro Technologies
Delivery Head of Thailand
Program Manager, dTAC and Kbank

2001-2005 True Corporation
Senior Consultant, Broadband and Data Services
Duties/Responsibilities/Activities:

- Supervised product development strategy of corporate data and broadband services

10/1999 - 01/2001 Openreach (now part of British Telecom)
Product Manager
Duties/Responsibilities/Activities:

- Managed and launched IP-VPN solution in east coast US.

Special Project Experience:

06/2015 - 10/2015 Study of fixed broadband's costing model for a telecom
regulator
Thailand
Duties/Responsibilities/Activities:

- Defined costing methodologies on current fixed broadband service providers while benchmarking with the operators in other countries in terms of cost structure and

	modelling analysis
05/2014 - 10/2014	<p>3-countries industry and market research as part of the go-to-market strategy program for a technology firm</p> <p>SEA (Thailand, Malaysia, Indonesia)</p> <p>Duties/Responsibilities/Activities:</p> <ul style="list-style-type: none"> • Hosted market intelligence program to support client's strategic decision making in regards to investment and Mergers/Acquisitions
03/2014 - 07/2014	<p>8-countries industry and B2B research as part of the global investment and Mergers&Acquisition strategy for one of the world' biggest global media conglomerates</p> <p>Asia Pacific</p> <p>Duties/Responsibilities/Activities:</p> <ul style="list-style-type: none"> • Defined the emerging areas of digital media business to be invested to expand growth, and identified key potential partners and targeted companies for acquisition in APAC
04/2013 - 08/2013	<p>Ministry of ICT</p> <p>Thailand</p> <p>Duties/Responsibilities/Activities:</p> <ul style="list-style-type: none"> • Developed detailed plan on 10 key initiatives related to "Smart Thailand 2020" as well as hosted 2013 MICT annual event together with the Permanent Secretary
01/2011 - 08/2013	<p>Business Transformation of the Technical Department of the largest national airline</p> <p>Thailand</p> <p>Duties/Responsibilities/Activities:</p> <ul style="list-style-type: none"> • Led the regional consulting team while engaging in the consulting project to transform the technical department by moving it from a cost-center to profit-center entity.
05/2011 - 05/2013	<p>National Broadcasting and Telecommunications Commission (NBTC)</p> <p>Thailand</p> <p>Duties/Responsibilities/Activities:</p> <ul style="list-style-type: none"> • Developed the first in-depth telecom industry tracker in Thailand as well as tailor-made auditing programs for telecom regulator
08/2012 - 01/2013	<p>Go-to-market Strategy for one of the largest conglomerates in Thailand</p> <p>Myanmar</p> <p>Duties/Responsibilities/Activities:</p> <ul style="list-style-type: none"> • Studied the market potential, demand, rules & regulation, and competitive landscape while recommending the most risk-free go-to-market strategy options.
03/2009 - 10/2009	<p>Technology Deployment Strategy for one of the largest banks</p>

in Thailand

Thailand

Duties/Responsibilities/Activities:

- Managed the integration, quality and defect management programs of the roll-out of new core banking system.

07/2008 - 02/2009

Operation transformation for one of the largest mobile operators in Thailand and global

Thailand

Duties/Responsibilities/Activities:

- Managed the process reengineering phase, covering supply-chain and distribution management, leading to operation transformation program

01/2006 - 05/2008

One of the leading healthcare providers in Thailand and Asia

Thailand

Duties/Responsibilities/Activities:

- Led and engaged in long-term consulting and implementation program regarding technical infrastructure, migration and upgrade, as well as conceptual design of becoming the Smart Healthcare providers.

01/2002 - 10/2005

One of Thailand's largest telecom conglomerates

Thailand

Duties/Responsibilities/Activities:

- Led the product management team for fixed broadband and corporate data services. The role was in charge of end-to-end product life-cycle management, from product concept initialization, feasibility analysis and business case preparation, building investment scenarios to defining technical and functional/non-functional specifications, managing RFP and technology partner selection, contract management and negotiation, defining support process for new product to align with the current ones, establishing training programs for operation and sales team, service pricing and terms specification, service monitoring and quality assurance, as well as ongoing product and service enhancement and proactive market monitoring programs

Publications:

08/2010

Keeratikrainon, Monsinee. (2010) Development of Telecommunications Infrastructure and Policy in Thailand. LAP LAMBERT Academic Publishing. ISBN-13: 978-3838379234.