

Norakamol Chaipakdee

GOVERNMENT ENGAGEMENT | BUSINESS DEVELOPMENT | DIGITAL TRANSFORMATION | CUSTOMER & DECISION INTELLIGENCE

Bangkok, Thailand | [linkedin.com/in/norakamol-chaipakdee-4731a26b/](https://www.linkedin.com/in/norakamol-chaipakdee-4731a26b/) | norakamol.com

PROFESSIONAL SUMMARY

Government engagement, business development and transformation professional with 20+ years of multidisciplinary experience across Thailand's public sector, financial services, payments, loyalty, customer intelligence and large-scale digital platforms. Combines nationwide government assessment and senior-stakeholder engagement with commercial ecosystem design, including payment-linked loyalty and partner pricing. Experienced in turning complex policy, operational and customer evidence into commercially viable partnership models, measurable performance frameworks and executable transformation paths.

QUANTIFIED SCOPE & SELECTED IMPACT

- Public-sector assessment experience spanning a nationwide program covering 108 public-sector organizations across all 77 provinces; served as key account for the Ministry of Justice and contributed to rotating cross-ministry teams.
- Supported a national innovation-capability assessment involving 120+ applicant listed companies, translating organizational evidence into capability findings and executive-level recommendations.
- Led a 9-person UX/UI team responsible for major digital platforms serving 12M+ users across mobile, web, e-commerce and conversational experiences.
- Designed a payment-linked loyalty and point-pricing proposition connecting SHIN Hotel Group's 23 properties with 4,000+ PTS redemption touchpoints nationwide.

CORE COMPETENCIES

Government Engagement • Public-Sector Transformation • Business Development • Strategic Partnerships • Commercial & Point-Pricing Models • Payments & Loyalty • Cross-Organization Mobilization • Senior Stakeholder Engagement • Public-Sector Assessment • KPI & Performance Management • Proposal Development • Customer & Decision Intelligence • Digital Platforms • Service Design • Executive Communication

PROFESSIONAL EXPERIENCE

True Corporation | Bangkok

Incoming Outsourced PO Lead, True Website | **Starting 5 Oct 2026**

- Engaged to lead product direction and cross-functional delivery for the True website across business, journey, UX/UI, search and performance workstreams.

Max Me Corp (PTG Energy) | Bangkok

Senior Master of Partnership Development | **2024 - 30 Jun 2026**

- Designed a payment-enabled commercial and PTS point-pricing model for a proposed partnership with SHIN Hotel Group's 23-property network.
- Led business-development activity to shape the partner value proposition, commercial terms and activation plan required to secure commitment to purchase PTS points for direct-booking customer rewards.
- Structured a three-sided value proposition: potential point-sales revenue for PTS; direct-booking growth and lower OTA dependency for SHIN; and points redeemable across 4,000+ nationwide touchpoints for hotel guests.
- Mapped PT customer demand and geographic coverage against SHIN's hotel footprint to identify potential expansion locations and developed a preferential-discount proposition for PT customers.
- Analyzed 19,704 redemption transactions across five months to identify usage patterns, customer behavior and partner-growth opportunities.
- Designed an incentive structure for a 13-person sales team against a 3,000-customer acquisition target, while standardizing sales-to-onboarding collaboration across business and operations.

True Corporation | Bangkok

Head of UX/UI | **2022 - 2024**

- Led a 9-person UX/UI team across the True App, True website, True iService, dtac app, Mari chatbot and True Online Store, supporting digital platforms serving 12M+ users.
- Mobilized collaboration across business, brand, technology, research agencies and vendors to deliver complex customer experiences under enterprise-scale constraints.
- Embedded customer research and behavioral insight into product and service decisions, improving usability and adoption across high-volume digital journeys.

ttb Bank | Bangkok

Agile Specialist - IT | 2019 - 2022

- Served as Mobile Banking Evangelist during the ttb merger, managing and coaching a 20-30-person digital enablement team to translate the bank's digital-first strategy into branch execution.
- Authored merger playbooks and frontline service guides, later produced by the Communications team and used to train employees on app registration, activation, customer questions and transition workflows.
- Combined Technology Acceptance Model (TAM) quantitative research with UX research to identify adoption barriers among customers and staff, supporting mobile-banking growth from 1.2M to approximately 1.6-1.7M MAU by departure against a 3M post-merger target.

TRIS Corporation | Bangkok

Research Lead / Consultant | 2006 - 2019

- Led and supported nationwide public-sector assessment and transformation programs covering 108 organizations across all 77 provinces, translating policy intent into operational assessment, KPIs and improvement recommendations.
- Served as key account for the Ministry of Justice and contributed to rotating assessment teams across the Ministries of Interior and Public Health, the Office of the Prime Minister and other government bodies.
- Supported NHSO board meetings through dashboard and indicator development, strengthening the visibility of health-system performance information.
- Supported a national innovation-capability assessment involving 120+ applicant listed companies and worked with public organizations including NIA, GISTDA and the Office of Atoms for Peace.
- Led stakeholder and field research across government, private-sector and citizen groups, translating evidence into strategic recommendations, socio-economic value cases and implementation paths for complex programs.

Public Affairs Foundation | Bangkok

Freelance Researcher | 2004 - 2006

- Conducted contract-based research across Thailand's health-promotion and health-education systems, the alcohol market and national drug-demand estimation.
- Synthesized field and secondary evidence into policy-oriented findings and practical recommendations for public-interest programs.

Thailand Securities Institute (The Stock Exchange of Thailand) | Bangkok

Assessment Systems Specialist | 2002

- Supported quality assurance for Investment Consultant licensing examinations, including exam supervision, assessment-system requirements and proofreading of foundational capital-market content.
- Built an early foundation in financial systems, governance, evidence quality and organizational performance measurement.

EDUCATION & PROFESSIONAL DEVELOPMENT

- M.Ed., Educational Research Methodology - Chulalongkorn University, 2001
- B.Ed., Primary Education (Psychology), First Class Honors - Chulalongkorn University, 1994
- Certified Financial Planner (CFP) coursework - In progress

ADDITIONAL INFORMATION

Languages: Thai (native); English (professional working proficiency) | Tools & methods: Research, service design, customer analytics, KPI design, workshop facilitation, AI-assisted analysis