

SATHAPON PATANAKUHA
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EDUCATION

KING MONGKHUT INSTITUTE OF TECHNOLOGY LADKRABANG

Computer Engineering

May 2001

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY

Product Marketing Management Course

Sep 2010

EXPERIENCE

SMARTCONTRACT THAILAND

Managing Director, Founder

Jan 2016 – Present

Supervise and control all strategic and business aspects of the company as well as creating a vision for success in Smart Contract Blockchain business. Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission. Build trust relations with key partners and stakeholders. Maintain a deep knowledge of Distributed Ledger Technology, the markets, and industry of the company. Drive the company's development towards long-term success.

MASSCOM GROUP DIGITAL AGENCY

Managing Director, Founder

May 2011 – Dec 2015

Led strategy & execution for services that drive brand success and sales achievement. Identifies relationships and led business development with key clients and strategic partners to expand company success. Educated clients and partners with ongoing strategic counsel, best practices, and case studies. Fostered environment of creativity, innovation, and productivity, and championing innovations.

NOKIA MAP (HERE MAP, NAVTEQ)

Regional Product Marketing Manager – South-East Asia

July 2010 – April 2011

Led product strategies, product development, business cases, and roadmap for all products in South East Asia. Developed marketing strategies including positioning, value proposition, and integrated marketing plan that drive market demand, in collaboration with sales and other business support team. Led cross-functional, cross-regional teams including key customers, product engineering, sales, PR, and higher management to drive successful products and achieve goals.

THAICOM PUBLIC COMPANY LIMITED*Senior Marketing Manager – Telco, Government & Enterprise Market*

April 2008 – June 2010

Developed, managed and owned mobile internet and e-commerce solutions. Drove solutions marketing efforts including launches, awareness, communications and demand generation for the key solutions, verticals offerings, and ecosystem partnership integrations. Identified new growth areas, competitor activities, new technology and emerging solutions. Led Team development, coaching, mentoring, and team management.

HUTCHISON WIRELESS (THAILAND)*Assistant Manager – Core Network Engineering*

June 2001- March 2008

Led design, planning, implementation, troubleshooting, operation and maintenance of 3G mobile network and data center. Managed multiple network operations teams - ensures performance metrics were achieved, increasing productivity and performance. Developed project plans, resources needed, budgets; Organized and managed all phases of the project to ensure project completion. Led research and development for new solutions, products and services

EXTRA-CIRRICULUM ACTIVITIES

- Speaker for in-Cosmetic Asia 2012
- Spraker for Ministry of Industry 2013-2014
- Guest Lecturer for iMBA, Panyapiwat Institute of Management 2015
- Guest Lecturer for MBA, Kasetsart University 2016
- Guest Lecturer for Faculty of Economics, Chulalongkorn University 2016
- Key Speaker for 1st and 2nd Blockchain Hackatron 2016