



PROFILE

I am a healthcare marketing professional with more than 10 years of experience in international marketing, B2B marketing, strategic sales implementation, system development, and business analytics.

CONTACT

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ACTIVITIES AND INTERESTS

Reading
Investment
Travel
Running

PIYAPON TIENCHUNPHAIBOON

WORK EXPERIENCE

Deputy Division Manager – International Marketing and Sales Nakornthon Hospital

Jan 2018 - Aug 2022

Establishing and managing the business development pipeline by proactively identifying strategic partnership opportunities for international market and local B2B expansion, evaluating and managing any strategic opportunities regarding markets above and beyond

Head of ASEAN Marketing Department BNH Hospital

Sep 2011 - Aug 2017

Establishing and executing business development and marketing plan for ASEAN market

International Marketing Manager Innodent Dental Clinic

May 2010 - Aug 2011

Establishing and executing marketing plan to achieve international market target as new business opportunity

Corporate Assistant Marketing Manager Dusit International

May 2008 – Mar 2010

EDUCATION

Chulalongkorn University

May 2009 – May 2011

Master of Science (Marketing)

Bangkok University

June 2001 – May 2005

Bachelor of Arts (Tourism and Hotel)

KEY SKILLS

- Team management
- B2B Marketing
- Key Account Management
- Data analysis and budgeting