# Kavin Cherdchanyapong

Chamchuri Square Residence, Khwaeng Pathum Wan, Khet Pathum Wan, Krung Thep Maha Nakhon 10330
Tel: (66)98-545-9986, Email: Kavin.C@cbs.chula.ac.th

## Profile

A Professional organisational innovation development advisor with a mixture of integrated art and science expertise
(Agile Marketing, Telecom, IT&System Development, Architecture&Design, Health Tech startup).
With the ultimate dream of implementing High-tech and High-touch innovative solutions to different organisations.

## Education

**2017 – 2018**
**Imperial College Business School, London, United Kingdom**
MSc Strategic Marketing – Merit
**Study: Reverse Engineering process of The Walt Disney Company: From Story to Product**

**2012 – 2017**
**Faculty of Architecture, Chulalongkon University, Bangkok, Thailand**
Bachalors of Architecture – Second-class Honours
**Thesis Study: Telenor HQ office, Thailand**

## Experience

**July 2021 – Present**
**Chulalongkorn Business School, Chulalongkorn University**
Lecturer in Department of Marketing

**Nov 2018 – June 2021**
**AIS Next Department, Advance Info Service (AIS) PCL**
Product Owner - Innovation Devleopment Specialist, NEXT (Innovation) Department
**StarBooster (AppStore, PlayStore, Web Application)**
Identify new potential business model in Telecommunication and Entertainment sectors
under company 5G business strategies in using agile team, lean, flat team mindset
(limited 40k$ development and 40k$ marketing campaign budgets in 12 months)
proven with validated revenue of ~30k$ throughout 6 strategic partnered campaigns

### === IT & Business side ===

• Lean traction testing and pre-prototyping product features to validate with real market need
• Software development in sprint basis (Agile Team) until POC (proof of concept) testing
• Supervise 3 members in UX/UI team to achieve visual identity of StarBooster Application,
website, and production mood and tone
• UAT lead (user acceptance test) with IT development vendor
• Market research, market positioning, planning, and go-to-market execution strategy
• Supervise 2-4 flat team members to achieve micro tasks in fast-paced situations, successfully
developed MVP within 2 months (web-app based)
• Work with Product Management Team in native application developing phase to launching phase
in AppStore and PlayStore
• Supervise data engineer to design data structure, update StarBooster backend data to support
overall objective of AIS business direction
• Curate potential deep tech innovation from local VC (Intouch Holdings PCL) to integrate APIs
with core StarBooster Concept
• Partner with international players (Specifically Korean Entertainment Tech Startup) to create
new business model and collaboration using VR/AR technology in entertainment domain
• Main contact points of international deep-tech startups and local VR and AR related companies

### === VDO Platform: Media and Entertainment Side ===

• Identify media consumption need of "high-net-worth" user in AIS Play and create a
content acquisition plan for the segment
• Successfully develop a StarBooster fundraising business model concept to achieve
"Profit Making through Video Platform Content" concept
• Successfully lead contract signing, business negotiation, content direction with Korean/Thai
talent agencies to submit series of VOD content in AIS PLAY video platform (100k$ contract value)
• Act as a Partner relationship manager of StarBooster product to sustain strategic partners
(Kaosarn Entertainment: Thailand, Innertainment: Korea) to connect with AIS PLAY UGC strategy
• Create, Brief and Supervise creative agency to achieve specific KPIs in 3 StarBooster campaigns
• Supervise data and analytic team to optimise content acquisition cost, creating new KPI for
AIS Play Video Platform in a data-driven approach; proven with lowest content acquisition cost
and highest platform engagement indexes in SALT data management system
• Collaborate and Monitor digital and media agency to design and implement digital marketing
strategy for the production
• Work across BUs (Innovation Team, VDO Platform Team, Marketing and Branding Team,
and PR Team) to identify horizontal business model
• Key person to educate professors and students in college in AR/VR usecases and innovation
in entertainment topic

## Academic Services

**Faculty of Communication Arts, Chula U**
Curator & Moderator, Visiting Lecturer
"Riding the wave of disruptive technologies
in entertainment"

**Thai Health Promotion Foundation**
Lecturer and Coach in Internal Innovation
Program "Sandbox - Unlock Your Idea"

**DBTM, Thammasat Design School**
Visiting Judge **in Master's Student Thesis**

**Department of Mental Health**
Certified Deep Listener Builder Program
20th Annual International Mental Health
Conference 2021 Guest Speaker

**Sustainable Development, SWU**
Hallyu Wave lecture & seminar topic

## Brand Advised