



# Kavin Cherdchanyapong 케빈



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## Profile

A Professional marketing & innovation development advisor with a mixture of integrated art and science expertise (Telecom, Entertainment, IT&System Development, Architecture & Design, Health Tech startup).

With the ultimate dream of implementing High-tech and High-touch teachings to stella organisations.

## Education

- 2022 - Present**  **KAIST, Graduate School of Global Digital Innovation (GDI), Daejeon, RoK**  
PhD candidate in IT Management  
**Study: The self concept in offline and online (metaverse) world: The effect of malleable self that drives luxury brand purchase intention in American and Korean markets. (Developing)**
- 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**  **Chulalongkorn University, Bangkok, Thailand**  
Bachelors of Architecture - Second-class Honours  
**Architectural Thesis Study: Telenor HQ office, Thailand;**  
**Investigating Workplace for Millennial Generation in the Telecommunication Industry**

## Experience

- July 2021 - Aug 2023**  **Chulalongkorn Business School (CBS), Chulalongkorn University**  
Professor in Department of Marketing, Head of CBS Brand communication center
- June 2021 - Sep 2023**  **Health Tech Venture Builder Program, Intouch Holdings PCL**  
3 final team among 200 contestants to win 100k\$ seed fund in the mental health 5G startup
- Nov 2018 - June 2021**  **AIS Next Department, Advance Info Service (AIS) PCL**  
Product Owner - Innovation Development Specialist, NEXT (Innovation) Department  
**StarBooster (AppStore, PlayStore, Web Application)**  
Identify new potential business model in Telecommunication and Entertainment sectors under company's 5G business strategies by 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 environment, 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 company's business direction
- 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 & Social Services

-  **Faculty of Communication Arts, Chulalongkorn U**  
Principles of Marketing (Entertainment Tech) International Program guest lecturer 2021-2023 (Whole Course)
-  **School of Digital Media and Cinematic Arts, Bangkok University**  
Creative Advertisement (Entertainment Tech) Guest Lecturer 2022
-  **BAScii, Chulalongkorn U**  
Marketing for advanced industry International Program guest lecturer 2023
-  **ICT, Silpakorn University**  
Marketing for Advertisement Guest Lecturer 2022
-  **DBTM, Thammasat Design School**  
Visiting Judge in Master's Student Thesis and invited guest speaker in 2 main courses 2019, 2024 onwards
-  **Faculty of Fine Arts, SWU**  
Marketing and economics for cultural management, guest lecturer 2022
-  **Department of Mental Health**  
Certified Deep Listener Builder Program 20th Annual International Mental Health Conference 2021 Guest Speaker
-  **Provincial Electricity Authority, Thailand**  
Innovation and marketing for governmental institution, Guest Speaker, 2024
-  **Nitade Extension, Chulalongkorn University**  
Strategic Course Director, under new unit to shape the educational package in the entertainment sector 2024 onwards

## Brand Advised



## Certifications

-  **Corporate Tech & Entrepreneurship Program, Stanford University (2020), Professor Charles Eesley**
-  **Future Leader Program, Harvard University, HBSO (2021)**