



Prasopchoke Pramongkit, Ph.D.

National Technology Director

NOVEMBER 2008

CURRENT POSITION:

Dr. Prasopchoke is National Technology Director, Microsoft (Thailand) Limited

EDUCATION:

Doctor of Philosophy (Computer and Engineering Management), Assumption University, Thailand, 1999. (Outstanding Performance of Prof.Dr.Srisakdi Charmornman Prize)

Master of Science (Computer and Engineering Management), Assumption University, Thailand, 1993. (Outstanding Performance of Prof.Dr.Srisakdi Charmornman Prize)

Master of Economics, Chulalongkorn University, Thailand, 1993.

Bachelor of Business Administration, Assumption University, Thailand, 1988.

RANGE of EXPERIENCE:

Dr. Prasopchoke has over 20 years of experiences from banking to manufacturing industry, from business consulting to technology solutions. He serves as National Technology Director in Microsoft Thailand. His domain is of innovation and technologies for tomorrow in enterprise and public sector, IT infrastructure & IS solutions. He also drives the technology policy debate, articulating our technology vision and strategy, demonstrating the value of innovation, advocating for the needs of our enterprise customers to platform decisions.

In Microsoft Thailand, he led Enterprise's Partner Team to grow business with partners and also drive Microsoft's Public Sector Market Opportunity by:

- Building a long term, trusted relationship with technology policy elites
- Driving the technology policy debate
- Articulating our technology vision and strategy
- Demonstrating the value of innovation
- Promote Security Solutions and secured environments
- Advocating for the needs of our enterprise customers
- Influencing our strategy and platform decisions

Dr. Prasopchoke is a key driver for an end-to-end solution and fosters on .NET a collaborative working relationship with enterprise customers. Work collaboratively with consultants, project managers, to develop consulting and project methodology, techniques, tools, and solutions. They are of related to:

- Financial Services Applications
- Modern Trade Solutions

- IT Security Solutions
- Disaster Recovery and Business Continuity Solutions
- IT/Servers Consolidation
- Data Warehousing/ Data Mining
- E-Business Solutions
- Customer Relationship Management
- Supply Chain Management
- Business Analytic and Business Intelligence
- IS/IT Solutions Development and Implementation

PUBLICATIONS:

- E-Business Applications and Learning Dynamic, Proceedings, the 6th International Conference in Electronic Commerce Research, Dallas, Texas, U.S.A., October 2003.
- Technology Acquisition, A Measure of Technology Discontinuities: A Case Study of Thai Technology-based Manufacturing Industry, PICMET'99 Proceedings, Engineering Management, Portland International Conference on Management of Engineering and Technology, P-P357, July 1999.
- Analysis of Technological Learning for Thai Manufacturing Industry, Technovation, The International Journal of Technological Innovation, Entrepreneurship and Technology Management, Volume 20, Number 4, April 2000.
- Productivity Growth and Learning Potentials of Thai Industry, Technological Forecasting & Social Change, An International Journal, Volume 64, pp 1-13, 2001.
- Strategic IT Framework for Modern Enterprise by using Information Technology Capabilities (ITCAP), Proceedings, 2002 IEEE International Engineering Management Conference (IEMC-2002), Cambridge, United Kingdom, 2002.
- Mobile Commerce: Key Success Factors for WAP services in Thailand, NCEB2002, Bangkok, Thailand, October 24-25, 2002.
- The Future of Mobile Commerce, Challenges and Lesson Learned, NCEB2002, Bangkok, Thailand, October 24-25, 2002.

ACTIVE MEMBERSHIPS:

IEEE, ACM, Microsoft RFID COE