

NONGNAPAT (BAIYOK) PIYACHOTISUKIT, AFPT™

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EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business

Durham, NC

Master of Business Administration

May 2026

Certificate in Finance; Certificate in Health Sector Management; Mentored Study Program (ROI and Portfolio Analysis) - North Carolina Biotech Center (non-profit); Corporate Finance Teaching Assistant; Merit Fellowship; Forte Fellowship; Community Engagement Cabinet - Asia Business Club

THAMMASAT UNIVERSITY, Thammasat Business School

Bangkok, Thailand

Bachelor of Business Administration (International Program)

May 2018

Finance Major; First-Class Honors; Outgoing Global Internship Officer - AIESEC Thammasat; Finance Organizing Committee - Spark Conference Thailand; 1st Place - Thammasat Financial Case Competition

EXPERIENCE

MUANG THAI LIFE ASSURANCE PCL. (leading Thai life insurance company)

Bangkok, Thailand

Corporate Strategic Manager

2022 – 2024

- Developed and executed customer retention strategies using data analytics, sustaining 80% of a key portfolio (4,000 clients) and increasing product upselling by 15%
- Implemented the 'Committee Meeting Restructuring' project, cutting executive and staff meeting costs by more than 50%, saving approximately 10,000 meeting hours
- Orchestrated a cross-functional IT initiative, achieving 30% cost savings (\$2.2M) over five years by optimizing in-house tech development and monitoring systems
- Supervised a team of nine to deliver a data-driven client segmentation strategy, increasing customer acquisition by enhancing the customer journey and service design to target 5,000 middle-class clients over three years

THE LIVING OS CO., LTD. (Tech startup; property/community management ecosystem)

Bangkok, Thailand

Strategic Project Manager

2021 – 2022

- Launched a consumer-centric app as part of a Go-To-Market strategy, achieving 200,000+ downloads and driving operational efficiency for 300+ communities
- Developed financial models and data-driven projected statements of cash flows successfully securing \$10M in seed-round funding
- Oversaw expansion plans to grow company revenue by 300% YoY by leading a cross-functional team across marketing, product owner, business development, technology, and data, orchestrating entry into new customer segments, and introducing new product offerings
- Analyzed the Property Management industry, evaluated competitors and synergies for partnerships, and suggested adding an 'EIA Auditing Service,' generating 20% growth to annual revenue

NESTLE

Bangkok, Thailand

Finance Trainee Indochina Young Leadership Program

2019 – 2021

- Developed and implemented a Power BI Marketing Expense Dashboard, enhancing financial control for 13 business units and improving budgeting accuracy and strategic decision-making
- Provided dynamic forecasts of revenue and working capital, conducted in-depth analyses, prepared comprehensive reports with over 90% accuracy, and submitted them to the global department
- Spearheaded the 'Workload Optimization Project' to lower internal costs of the department by 10%

VENATOR LTD. (boutique financial advisory company)

Bangkok, Thailand

Analyst

2018 – 2019

- Conducted a feasibility analysis and forecast financial models to determine the net present value of investment in a cross-border greenfield project in East Africa with a forecasted project value of \$14M
- Coordinated with clients to structure a hotel proposal with an estimated property value of \$15M

ADDITIONAL INFORMATION

- Certificates/ Technical Skills: CFA Level 1, Associate Financial Planner Thailand (AFPT™), Data Analytics Bootcamp (2023), Microsoft Skills Coaching (2021-22), Power BI Coaching (2020-21), Advanced Excel, Tableau, Basic SQL
- Hobbies/Interests: Board Game Design and Prototyping, Moneymentor.biz – Financial Blogging, Hiking Enthusiast