



# DR. KITTICHA NUALTHONG

## EXPERIENCE

- 2016–2019 • **Bank for Agriculture and Agricultural Cooperatives (Head Office)**  
Assistant Director of SME Agricultural Incubator Center
- Managed the marketing management to be consistent with the target customers and the modern technology system.
  - Created contents, business platforms, and business models to correlate with individual bank customers and cooperative institutions.
  - Performed as a guest speaker with specialization in marketing planning management, product design and development, offline and online marketing, and guidelines for connecting the marketing process pertain to the current situation.
- 2010–2016 • **Bank for Agriculture and Agricultural Cooperatives (Head Office)**  
Assistant Director of Research and Development Center
- Conducted and managed up to 300 research projects.
  - Built a team of researchers and evaluated their performance.
  - Performed as a research advisor both internally and externally of the organization.
- 2004–2009 • **Bank for Agriculture and Agricultural Cooperatives (Provincial Branch)**  
Strategy and Corporate Business Development Manager
- Prepared workforce rates and human development plans.
  - Determined the process of employee selection and promotion.
  - Searched for and conducted training courses to develop employees within the organization.
- 1995–2003 • **Bank for Agriculture and Agricultural Cooperatives (Provincial Branch)**  
Branch Manager
- Assistant Branch Manager
  - Branch Accountant
  - Analyzed and reviewed the accuracy of the credit management system.
  - Oversaw financial statement analysis.
  - Developed forecasts, financial objectives, and business plans.
  - Oversaw the operations of the branch.
- 1987–1994 • **Bank for Agriculture and Agricultural Cooperatives (Provincial Branch)**  
Credit Clerk
- Analyzed the collateral value, risk factors, and project return.
  - Performed as a guest speaker, specialized in credit management and risk analysis.

## EXPERIENCE

- Consolation Prize for “Innovation of financial institutions and integrated community product marketing” from the 15th National Symposium on Education Research conducted by the Office of the Education Council, 2013
- The Most Noble Order of the Crown of Thailand (5th class), 2011
- Outstanding Branch Manager in 2005 for reduction of NPL and increase of F.B.I (while holding the position of Phu Kradueng Branch Manager)
- Excellent Employee with 30 years of development and royalty

## MOTTO

Five efficient points for effective results

- Recognizing – before taking any action, be aware of what has already been done or carrying out and how to continue the procedure.
- Learning – study everything both in term of people and tools before taking any action.
- Thinking – find solutions and together to solve problems through a clear operational planning process.
- Acting/Integration – working as a team and focus on building an excellent team.
- Leading – be a good leader and listen to peers and subordinates to achieve the common goal.

## REFERENCES

**Dr. Preeya Phatichon**  
Mobile: 081-841-9148  
Research Co-Advisor, Academician

**Aphiradee Yimlamai**  
Mobile: 081-926-3617  
Former Commander,  
Center of Research and Development,  
Bank for Agriculture and Agricultural  
Cooperatives

## QUALIFICATIONS

- Robust understanding of banking policies, regulations, and procedures
- Capable of creating business models
- Knowledge of basic statistics by SPSS Advanced Statistics by AMOS-LISREL-SEM, Mplus-Process Macro
- Specialized in business forecasting with the situational research process
- Ability to create contents and platform consistent with the business operations and the current situation
- Excellent presentation skills
- Organization and team management aptitude
- Fluent written and verbal English
- Proficient in Microsoft Office including Word, Excel and PowerPoint
- Hands-on knowledge of SAP, Oracle, and ERP

## EDUCATION

2010–2013  
Eastern Asia University  
Doctor of Business Administration in Marketing

2008–2010  
Suan Sunandha Rajabhat University  
Doctor of Philosophy in Development Administration  
Supported by the Bank for Agriculture and Agricultural Cooperatives Scholarship

1999–2001  
Mahasarakham University  
Master of Business Administration

2004–2006  
Sukhothai Thammathirat Open University  
Bachelor of Agriculture Science in Agriculture Business

1992–1994  
Loei Rajabhat Institute  
Bachelor of Science in Agricultural Technology

1987–1989  
Loei Rajabhat Institute  
Bachelor of Arts in Cooperative Economics

1880–1982  
Higher Vocational Certificate in Accounting



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