



SUTHASINEE SUSIVA

PhD (Management/MkIS), MBA, BSc (Maths)

PROFESSIONAL EXPERIENCE

- Sports Management, Education Department
Faculty of Social Science and Humanity, Mahidol University
Lecturer, Sep 2023 to Present
- Kabinmingleeh Limited Partnership
Managing Partner
Jan 2007 to Present
- Legendary 2023 Co.,Ltd.
Chief Executive Officer
Mar 2023 to Present
- Independent Muffin Limited Partnership
Managing Partner
July 2018 to Present
- A Cuppa Academy
Co-Founder / Mentor
July 2018 - Present
- Graduate School of Commerce, Burapha University
Lecturer
Jan 2007 - Sep 2022

For nearly two decades, I've driven impressive growth as Managing Partner at Kabinmingleeh, transforming our family business into a leading manufacturer of ready-mixed concrete and concrete products. We achieved a phenomenal 100% revenue increase, secured TISI certification for all products, and implemented strategic improvements for a more cost-effective environment.

My entrepreneurial spirit extends beyond Kabinmingleeh. I'm the CEO of Happy Three Creation, crafting smart solutions with a soulful experience, and CEO of Legendary 2023, developing smart, sustainable, and secure residential projects in Kabinburi, Prachinburi.

My passion for education has always been present. While I currently ignite students' interest in sports management at Mahidol University, I previously equipped MBA students with knowledge in global entrepreneurship, international business, and marketing strategies as a lecturer at Burapha University's Graduate School of Commerce.

My dedication to innovation spills into the digital realm. I'm the CMO of Digital Black Knight, a startup providing digital business solutions. I co-founded A Cuppa Academy, offering short courses on in-demand digital skills.

Recognized for my achievements, I'm not only a multi-faceted leader but also a recipient of prestigious awards in 2022. My dedication to education earned me the "Outstanding Leadership Award" from Educator 2.0, while my innovative approach to real estate development was acknowledged with the "Innovative Leadership Award" from Realtor 2.0, Dubai. My expertise was further validated when I was invited as a mentor at the GovTech Mission organized by the Future Innovative Thailand Institute (FIT).

I'm Suthasinee Susiva, a leader who thrives at the intersection of business, marketing, and education. My entrepreneurial spirit fuels my success in the real estate and construction industry, while my passion for knowledge translates into impactful lecturing.



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PERSONAL DETAILS

Date of Birth 25 SEP 1979
Nationality Thai
Marital Status Single

ADDRESS

366-367 Suwannasorn Road
Kabinburi, Prachinburi
Thailand, 25240

LANGUAGE PAIRS

English into Thai &
Thai into English
Excellent command in spoken
and written English (IELTS of 7.5)

ACADEMIC BACKGROUND

- Postgraduate Diploma, Innovation and Design Thinking
EMERITUS in collaboration with Sloane School of
Management, MIT, Columbia Business School and Tuck
Executive Education at Dartmouth.
2019-2020
- PhD (Management - MkIS)
University of Bath, Bath, UK
2007
- MBA
Asian University of Science and 2002 Technology, Thailand
2002
- BSc (Maths)
Chiang Mai University, Thailand
1999

ACADEMIC PROFILES

I earned my first degree in Mathematics Science from Chiang Mai University, Thailand with the GPA of 2.67. I have completed my first degree within three and a half year, one semester early than normal time frame. During these years, I have learnt every basic science subjects including chemistry, biology, physics and mathematics. The latter was my major subject. I also took economics and computer science as minor subjects. After graduated, I continued my student life at Asian University of Science and Technology pursuing Master of Business Administration (International program). I have completed my second degree with GPA of 3.83. After that I went to the UK to study PhD in Management at School of Management, University of Bath, UK. Bath is a wonderful Roman heritage city; the school is among the top 10 in the UK. I spent five years to complete the degree. My research topics focus mainly on digital marketing, customer experience, social media marketing, sports marketing, CRM, customer loyalty, real estates, e-commerce, SME as well as ESG, SDGs, sustainability management, digital disruption, digital and people transformation, and innovation.

PUBLICATIONS

Susiva, S. and Vadhanapanich, J. (2020). What are the Differences between Customer Experience and User Experience based on practical and academic perspectives. In Proceeding of the 11th ASEAN+ 9 International Conference on Business, Economics, Finance, and Innovation (pp. 169-179). Chonburi: Burapha University.

Kongpikul, D. and Susiva S. (2019) The value creation in self-assets for freelancers: perspective on co-value creation concept and definition of self-assets (Thai). In Proceeding of the 2nd International Conference on Business, Informatics, and Management and The 2nd National Conference on Business, Informatics, and Management. Bangkok: KMITL.

Susiva, S. (2019). Relationship of Team Performance, Stars and Team Identity towards Purchase Intention of the Sponsors' Products. Journal of Global Business Review: Volume 21 No. 2 July-December 2019 pp. 50-58.

COMPUTER SKILLS

Experiences in using the following software:

Business software:

Microsoft Office 365
(Including Word, Excel, PowerPoint, Publisher, Access)

Translation software:

SDL TRADOS Studio 2017
(Certified SDL TRADOS 2007 and 2011)

AWARDS & CERTIFICATIONS

Outstanding Leadership Award from MoRE 2.0 Dubai, 2023
Outstanding Leadership Award from Realty 2.0, Dubai 2022.
Innovative Leadership Award from Education 2.0, Dubai 2022

Scrum Foundation Professional Certificate CertiProf
June 2020

Earners of the Scrum Foundation Professional Certificate have developed the entry-level skills in scrum that endorses their fundamental knowledge in this framework, key definitions and roles. The Learning Objectives for this certification are based on: Scrum Guide, 4 values and 12 principles.

FREELANCE TRANSLATOR

October 2002 – Present

Since 2002, I have worked for various agencies, for example,

- Advanced Language Services, USA - Financial materials, risk analysis & evaluations, Newsletters for a global leader in providing products and application knowledge about materials handlings;
- Akorbi, USA – Medical Insurance Brochures, Mechanical equipment's operation and installation Manuals;
- Balthasar, England - Electronic appliances users and instruction manuals;
- Digilanguage, England - HR Training documents e.g. Ashridge virtual resource centre;
- EC translate, China - Engineering, Software, Electronic appliances' manuals, Gaming manuals, Mobile phone contents, Car Manuals, Employee engagements, Software & Web strings, etc.;
- Elanex, USA - Electronic devices brochures, manuals, Tourism Websites, Declaration of Conformity, business letters, questionnaires, etc.;
- ENHESA SA, Belgium – Monthly translation of work related legal issues;
- Eurotext Translations, Ireland - Company policies and legal concerned;
- Global E Solution, Malaysia – Users manuals for digital cameras, LCD TV, printers, presentations, piping workshop materials, etc.;

GRAPHIC & DTP SOFTWARE

Photoshop 

Illustrator 

InDesign 

Lightroom 

- Global World, Denmark – HIV Patient information materials;
- GOLFIN-TL, England – Web content localisation;
- Glyph, USA - Marketing materials, Web localizations,
- Employees benefits and incentives plans including tax and legal aspects;
- Hogarth Worldwide, UK – Trans-creations of TV commercial scripts and Printed Ads for a famous Global Brands;
- IPP World, Singapore - Marketing materials for global companies, Mobile phones' marketing materials for a well-known made, Supers for TV and print ads, Formula one ads and marketing materials;
- InLingua, USA – English language school's website localisation;
- Jean Media, Canada – Employees Leadership Insights and evaluations on various;
- London Translation, England – Alleged offences documents, Employee Evaluation Questionnaires;
- New-global translation, Worldwide - news and press release in various fields ranging from businesses, computer and sciences;
- One Planet – Monthly Newsletters for one of the world's largest non-OEM providers of advanced coatings, repairs and replacement parts for gas turbine, customer survey questionnaires, etc.;