

**RACHADA DANPONGCHAREON**  
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## **EDUCATION**

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### **MIT SLOAN SCHOOL OF MANAGEMENT**

Cambridge, MA  
2008 - Present

*Candidate for MBA, June 2010*

- Co-President of Toastmasters; Co-founder of South East Asian Society
- Marketing consultant for Dunkin Donuts: develop marketing and communication strategies for new products
- Teaching assistant for Proseminar in Financial Engineering

### **STANFORD UNIVERSITY**

Stanford, CA  
2001-2002

*M.S., Management Science and Engineering (Financial Engineering)*

- Co-founder, DREAM project; developed IT education platform and provided training for villagers in Thailand
- 97<sup>th</sup> percentile GRE score (2,230 out of 2,400)

### **CHULALONGKORN UNIVERSITY**

Bangkok, Thailand  
1995-1999

*B.Eng., Civil & Environmental Engineering, with Honors (2<sup>nd</sup> highest GPA of class)*

- President of the Society of Women Engineers (106 members)
- SCG scholar for outstanding academic achievement (granted to two best-performing students in each major)

## **EXPERIENCE**

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### **KHAZANAH NASIONAL BERHAD**

Kuala Lumpur, Malaysia

Sovereign wealth fund of the government of Malaysia

*Research and Investment Strategy Intern, Agribusiness and Food Unit*

Summer 2009

- Contributed to a 10-year growth strategy for a portfolio company by conducting benchmarking research and identifying key industry trends
- Evaluated potential M&A targets in healthcare and aquaculture industries

### **SEALED AIR CORPORATION**

Duncan, SC

Leading global supplier of packaging products; revenue of \$4.8billion in 2008

*Business Development Intern, Leadership Development Program*

Summer 2009

- Developed customer-focused payment programs, including pricing models and sales tools, to enhance long-term selling potentials of the product portfolio; Recommendations presented to CEO and senior management
- Streamlined product strategy through prioritization of product improvement, utilizing inputs from the leadership team

### **BANGKOK BANK PUBLIC COMPANY LIMITED**

Bangkok, Thailand

Largest commercial bank in Thailand with an asset size of \$43B

*Project Team Leader, Strategic Business Assessment*

2005-2008

- Led a team of eight relationship managers and officers to redefine and implement strategies on customer segmentation, sales management, and channel development for Small and Medium Enterprises (SME) customers (\$35B market size), impact projected to improve yearly loans outstanding by 15% (\$650M)
- Delivered management presentations to the Bank's President and senior management on a bi-weekly basis; topics included current capability assessment, competitive benchmark and change management
- Redesigned organization structure and knowledge management program for two of the most critical business units (450 employees)
  - Developed five-year resource planning models, talent management program, and employee development plans
  - Forecasted return-on-investment with projected incremental profit of \$75M from the program

*Senior Project Coordinator (promoted from Project Analyst), Risk Management Division*

2003-2005

- Constructed and implemented bank-wide Operational Risk Management (ORM) framework to be in line with Basel II international risk management regulation
- Conducted training sessions on ORM principles, process and benefits for all 32 business unit heads and 30 officers
- Led a team of four analysts to construct the operational loss data collection system to be used for the Bank's capital reserve estimates
- Co-developed Credit Scoring Model with Australian consultants for use with over 400,000 credit card approvals
- Advised marketing team on designing and testing new credit card campaigns based on analyzing portfolio risk

## **ACTIVITIES AND INTERESTS**

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- Passed CFA Level I Examination
- Board Member, Scholarship Committee for Poonpalang Foundation, Thailand – directed fundraising programs and approved scholarship funding for high school students in the rural communities of Thailand
- College varsity water polo team player; member of Sloan's a capella group; enjoy travelling, karaoke, and yoga