SORRANAN RONGRODEJANARUG



EDUCATION

Doctor of Business Administration (DBA)
Mahidol University, Thailand
2026 – Present

Master of Science in Financial Technology
University of Exeter, United Kingdom
2021 – 2022
Distinction

Master of Business Administration (MBA)
University of Northampton, United Kingdom
2018 – 2019
Merit

Bachelor of Science in Actuarial Science
International Programme
Mahidol University, Thailand
2013 – 2017

LEADERSHIP & PUBLIC SERVICE

NextGen Committee Member
Thai SME Confederation
2026 – Present

Member, Police Administration Monitoring and Inspection Committee
Pathum Wan Metropolitan Police Station, Bangkok
2026 – Present

ADDITIONAL TEACHING EXPERIENCE

Mathematics Lecturer / Tutor
MedMaster Ltd. | Thailand
2024

- Provided mathematics instruction and academic support for university entrance preparation.

Mathematics Tutor
BKMA Education School | Thailand
2019

- Delivered mathematics tutoring and academic guidance for secondary school students.

Mathematics Tutor
Joint Education School | Thailand
2015

- Provided instruction in mathematics and standardized test preparation, including SAT, IGCSE, GED, and CU-AAT.

CORE COMPETENCIES

Academic & Teaching

- University-Level Teaching
- Curriculum and Learning Material Development
- Student Assessment and Academic Mentoring
- Case-Based Learning

Business & Management

- Strategic Management and Business Development
- Entrepreneurship and Innovation
- International Business Operations
- Negotiation and Stakeholder Engagement
- Risk Management and Leadership

Finance & Technology

- International Financial Management
- Financial Technology (FinTech)
- Investment and Portfolio Management
- Financial and Business Analysis

Marketing & Product Innovation

- Digital Marketing and E-Commerce
- Social Media Advertising
- Data-Driven Marketing
- Product Design and Prototyping
- Brand Development

PROFESSIONAL PROFILE

University Lecturer and Entrepreneur with over 10 years of experience in international business, entrepreneurship, digital marketing, and product innovation. Currently serving as a full-time Lecturer in International Business at Bangkok University, combining academic knowledge with practical experience in business development, financial management, and strategic decision-making.

Previously founded and managed an international customized watch business, developing over 350 product prototypes and establishing a strong digital presence across Thailand and international markets, including Singapore and Hong Kong.

Experienced in business strategy, financial technology, product development, international partnerships, and entrepreneurial leadership. Passionate about bridging academic theory with real-world business applications to support student development, innovation, and sustainable business growth.

PROFESSIONAL EXPERIENCE

Full-Time Lecturer — International Business 2025 – Present
Bangkok University | Thailand

- Deliver university-level instruction in international business, international financial management, and investment-related subjects.
- Integrate practical business experience and financial concepts into academic teaching and learning activities.
- Develop instructional materials, assessments, and case-based learning exercises to enhance students' analytical and decision-making skills.
- Support academic activities, student development, and industry engagement initiatives.

Founder — The Wolf Watch 2014 – 2024
Thailand | Singapore | Hong Kong

Founded and managed a customized watch business specializing in bespoke watch design, product development, and digital commerce for domestic and international customers.

- Established and developed an international watch customization business with partnerships across Asian markets.
- Designed and developed over 350 customized watch prototypes, emphasizing product differentiation and brand identity.
- Built a digital presence reaching more than 50,000 Instagram followers and 57,000 Facebook followers, with an associated global account reaching approximately 400,000 followers.
- Developed and executed digital marketing strategies through social media advertising, e-commerce, and customer engagement.
- Applied data analytics to evaluate advertising performance and support marketing decisions.
- Managed supplier relationships, business negotiations, operational risks, and financial resources.
- Strengthened international market positioning through product innovation and strategic partnerships.

Co-Founder — INTIME 2021 – 2022
United Kingdom

- Developed the business concept and strategic direction for a technology-based service marketplace.
- Secured seed funding and negotiated with angel investors.
- Contributed to the development of user experience (UX) and user interface (UI) workflows.
- Coordinated platform development activities and business planning.
- Identified market opportunities and developed solutions addressing gaps in short-term employment services.

PROFESSIONAL INTERESTS

International Business | Strategic Management | Entrepreneurship | Financial Technology | Innovation Management | Digital Transformation | Investment Management