



CHULEE WANGSIRILERT

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ABOUT

A purpose-driven innovation practitioner with an extensive experience **helping large organizations develop meaningful products & services for their customers and users** - with a bottom line in sustainability. I bring confidence to the clients & stakeholders by leading to the goals and facilitating the collaborative process with an agile mindset - which embraces adaptiveness, velocity, data-driven, yet stays focus on purpose. **My skill sets are the combination of innovation, creativity, entrepreneurship, leadership, and business.**

SKILLS

- + **Innovation Facilitation:** Service Design, Design Thinking, UX Research, Value Proposition, Futures thinking & Foresight
- + **Agile Methodology:** Lean Startup, Rapid Learning Cycles
- + **Tools:** Virtual facilitation tools (Figma, Miro), Microsoft 365
Practicing: Python, SQL, Power BI
- + **Language:** Thai (Native), English (Fluent), Swedish (Beginner)

EXPERIENCE

INNOVATION MANAGER

3/2022 - PRESENT
SWEDEN

ORIFLAME

A global social selling company with a diverse portfolio of beauty and wellbeing products

- + Lead the participatory process to **identify & prioritize opportunity spaces for innovation**, including trend collection and synthesis. Translate the defined opportunities into actionable roadmaps with key stakeholders
- + **Manage innovation projects in portfolio.** Collaborate with cross-functional stakeholders to develop and validate concepts. Report progress and escalate decision-making to the innovation board.
- + **Promote innovation culture and awareness** by e.g., organizing sessions for sharing front-end technology ideas
- + **Develop internal capabilities and establish the structures to incorporate design thinking & agile methodology** into the new product development process e.g., training design thinking, facilitating ideation, concept validation, new concept value proposition

MARKET ANALYST

[CONSULTANT]

9/2021 - 2/2022
REMOTE, THAILAND

CROWDABOUT

A market research company providing panel data, survey, bespoke research and consulting for SMEs.

- + **Analysed data from the market research studies, synthesized key customer insights**, created a visualized report, and provided recommendation on marketing strategy for the clients.

CO-FOUNDER

PROJECT LEAD
CONSULTANT
COACH

2/2018 - 8/2021
THAILAND

RISE IMPACT

A consultancy specialized in innovation process and sustainability - **helping clients achieve business & social impact goals** by clarifying challenges, exploring concepts, and delivering solutions

- + **Developed business models** and iterated until the company has grown over 8 times from the initial investment within 4 years.
- + **led projects, built team, set vision**, created roadmap, prioritized tasks & requirements, facilitated the planning / check-in / review meetings to enhance team's productivity and learning as well as happiness.
- + **Managed the company finance, reviewed project budget**, profit/loss, and pricing strategy

PROJECT EXAMPLE:

+ CORPORATE INNOVATION BOOTCAMP

Trained design thinking, lean startup methodology and coached 10 tech teams at Control Data Group Systems (Thailand) to generate ideas, validate assumptions and **explore innovative IT solutions for their clients, including public agencies involved in land and marine transport.**

+ UX RESEARCH

Defined MVP and conducted UX research to gain user insights and prioritize key features in a customer relationship platform (Line Official Account) of an Automobile company.

+ ONLINE PUBLIC ENGAGEMENT TOOL

Successfully developed an online tool to gain citizen's insights related to dementia prevention policy. Worked with multidisciplinary team to craft user stories, used Figma to create demos, tested, iterated before launching.

OPERATIONS ASSOCIATE

9/2017 - 12/2017
SWEDEN

INCUBATION MANAGER

2/2016 - 7/2016
THAILAND

CHANGE FACILITATOR

5/2013 - 1/2016
THAILAND

IKEA BOOTCAMP, RAINMAKING

The first startup accelerator by IKEA. 10 startups gathered for 3 months at IKEA Headquarter.

- + **Facilitated activities to accelerate the startups collaboration & investment potential with IKEA** e.g., design sprint workshop, 1:1 mentor meetings, networking sessions, know-how sharing activities, demo day

HATCH ENTREPRENEURSHIP CENTER

A startup incubator under King Mongkut's University of Technology, a leading engineering school in Thailand

- + **Provided mentorship and built capacities for startups focusing on iterative product development processes.** Helped them set hypothesis and quickly learn from the user feedback on concept and MVPs.

SOCIAL CHALLENGE STUDIO

A unit under Thai Social Enterprise Office (TSEO) to build ecosystem for social enterprises in Thailand

- + **Conducted experiments with public interventions** aimed at catalysing enterprises with positive social impact e.g., subsidising business incubators, funding social innovation research, piloting an investment fund for social enterprises, piloting a distribution model for short-cycle agricultural products, etc.

EDUCATION

MSC INNOVATION & ENTREPRENEURSHIP

8/2016 - 6/2017 SWEDEN

BA ECONOMICS

2008 - 2011 THAILAND

KTH ROYAL INSTITUTE OF TECHNOLOGY

- + **Master's Programme in Entrepreneurship and Innovation Management**
- + Awarded full scholarship from the Swedish Institute

THAMMASAT UNIVERSITY

Bachelor of Arts in **Economics** with Marketing Minor (International Programme)

ADDITIONAL EXPERIENCE

ML & AI

9/2023 - PRESENT

MACHINE LEARNING & AI FUNDAMENTALS, CODECADEMY

Learn the fundamental skills in data literacy, programming, mathematics, statistics, and data visualization.

PROGRAMMING

2022

CS50x COMPUTER SCIENCE, HARVARDX

Learned the basics of abstraction, algorithms, data structures, web development and programming languages

SUSTAINABLE INNOVATION

5/2019 - 6/2021

NATIONAL EXPERT, WORLD SUMMIT AWARDS

Led the National Expert committee in Thailand to **select and endorse digital innovations with a positive impact on society in 8 categories, including smart settlements & urbanization, environment & green energy, health & wellbeing**

SUTAINABILITY & LEADERSHIP

3/2019 - 10/2019
CHINA, SWEDEN, INDONESIA

SWEDISH INSTITUTE MANAGEMENT PROGRAM

Explored and **exercised how to lead, integrate sustainability strategy & initiatives** in the organization. Connected with the 30 selected leaders from 6 countries in Asia.