

ASSISTANT PROFESSOR

KRIT PATTAMAROJ

Ph.D., PMP

Head, Department of Management

Thammasat Business School

Thammasat University

Operations and Organizational Transformation

Project Management and Executive Development



200+

Organizations taught and supported
through executive learning

5 Wins

Winning Team Coach
MIT Sloan OpsSimCom

PMP

Project Management
Professional

Academic, executive educator and advisor combining international business leadership with management expertise. Connects strategy with operations, decisions and execution, drawing on experience developing executives and teams across retail and services, finance, energy, technology and manufacturing.

Current Appointments

- **Head, Department of Management**, Thammasat Business School, Thammasat University.
- **Assistant Professor of Operations Management**, with responsibilities in MBA, BBA and IBMP program administration.
- **Independent Director and Audit Committee Member**, Meb Corporation Public Company Limited, an e-book platform business within Central Group.

Operations Management Award 2026

7th Asia Pacific IEOM Conference,
Bangkok, Thailand.

MIT Sloan OpsSimCom

Winning team coach in 2016, 2021, 2024,
2025 and 2026.

Global Business Simulation Challenge

Winner's Coach, 2017.

Education and Professional Credentials

Ph.D. in Interdisciplinary Studies | 2023

Thammasat University.

B.Eng. in Civil Engineering | 1999

Chulalongkorn University.

Certificate in Digital Transformation | 2018

MIT Sloan School of Management.
Executive Development Program.

Advanced Audit Committee Program | 2025

Thai Institute of Directors (IOD).
Class 55/2025.

Master of Business Administration | 2006

Thammasat Business School, Thammasat University.

Project Management Professional | 2026

PMP certification, Project Management Institute.

Director Accreditation Program | 2022

Thai Institute of Directors (IOD).
Class 194/2022.

PMI Thailand Chapter Membership

Since 2017.

02 / PROFESSIONAL PROFILE

Expertise and Executive Education

Connecting management concepts with practical decisions and organizational challenges.

Operations Excellence and Productivity

Quality, capacity, resource allocation and the design of effective operating systems.

Strategy Development and Execution

Strategic and business planning, foresight, priorities and the translation of goals into action.

Agile and Organizational Change

Adaptive execution, cross-functional teamwork, and Agile and Hybrid approaches in organizational settings.

Design Thinking and Service Innovation

Understanding users and developing service approaches that address customer and organizational needs.

Process Improvement and Service Quality

Connecting customer needs with service delivery, process performance and cross-functional coordination.

Projects and Stakeholder Management

Scope, plans, resources, risk and stakeholder alignment in pursuit of shared project goals.

Systems Thinking and Decision Making

Critical thinking, problem solving, option analysis and understanding interconnected business consequences.

Supply Chains, Digital and Data

Logistics, value networks, digital transformation and data-informed business decisions.

Selected Training and Executive Development Engagements

Organization or Program	Topics and Learning Approaches	Period
Central Retail	Supply Chain Management through the Root Beer Game, and Agile Management.	2025 - 2026
Central Restaurants Group	Business Simulation using Capstone, and business analysis.	2022 - 2023
BJC and Big C	Agile Management, Critical Thinking and Supply Chain Management.	2019 - 2026
Kasikornbank	Process and Business Improvement, and Strategic Quality.	2013 - 2026
Siam Commercial Bank	Critical Problem Solving and Decision Making; operations management and improvement.	Through 2026
Material Automation (Thailand)	Project Management and Stakeholder Management.	2026
CONC, Thammasat	Agile Management, Critical Thinking, AI Project Leadership, and Business Simulation in MDX programs.	2019 - 2026

Learning Design and Facilitation

Uses **business simulations, cases, workshops and executive dialogue** to help participants analyze situations, make decisions and see the consequences of their choices. Reflection connects learning with business performance, teamwork and the experience delivered to customers.

Business Simulation spans business strategy, operations and supply chains, allowing participants to practice decisions under constraints and understand effects across functions.

03 / PROFESSIONAL PROFILE

Organizational Experience and Advisory

Selected organizations from teaching and executive development experience across more than 200 organizations.



Names and logos identify selected organizations in the teaching and employee development experience described.

Retail, Food and Services

Central, Central Retail, CRG, BJC - Big C, CP ALL, CPF, ThaiBev, Major Cineplex and The Mall Group.

Energy and Manufacturing

PTT, PTTEP, PTTGC, Thai Oil, IRPC, SCG, EGCO, Delta, SYS, NS-SUS, Ajinomoto and Indorama.

Finance and Insurance

KBank, SCB, KTB, GSB, TTB, Citibank, Krungsri Auto, CIMB Thai, Thai Life Insurance and KKP.

Technology, Healthcare and Transport

KBTG, IBM Solutions Delivery, CDG, SEA, SiPH, Thonburi Hospital, Thai Airways, AOT and DHL.

Selected Advisory and Organizational Research Projects

Year	Organization	Scope of Work
2025	National Economic and Social Development Council	Developing organizational management to support its transition toward a high-performance policy agency.
2024	Plastics Institute of Thailand	Strategic Business Plan development.
2024	Office of the Permanent Secretary, Ministry of Industry	Smart agro-industry model development project.
2023	Metropolitan Electricity Authority	Customer satisfaction research for related businesses.
2023	Provincial Electricity Authority	Research into customers, markets and organizational image.
2023	Office of the Government Pawnshop	Research on customer and stakeholder satisfaction, dissatisfaction, needs, expectations and engagement.

Additional selected work: World Bank advisor for Enabling the Business of Agriculture 2017 (April - September 2016); working group member for the Port Authority of Thailand's Economic Value Management and Balanced Scorecard development (2008 - 2009).

04 / PROFESSIONAL PROFILE

Leadership, Business Experience and Academic Work

Selected Leadership and Professional Roles

2026 - present	Head, Department of Management , Thammasat Business School, Thammasat University.
Dec 2022 - Jan 2024	Director, CONC , Thammasat Consulting Networking and Coaching Center.
2016 - 2022	Deputy Director and Board Member , Thammasat University Library.
2019 - 2020	Chair of a Thammasat working group and EECmd project steering committee member; university ICT committee member.
2024	Expert reviewer of electric-vehicle and related-technology project feasibility for PMU-C, under NXPO.
2013 - 2016	Working group member developing occupational standards and professional qualifications in logistics, Thailand Professional Qualification Institute.

Earlier Business Leadership 2000 - 2010

Previously served as **Deputy Managing Director, Director of Supply Chain Management and International Project Manager** in a public company manufacturing and exporting gems and jewelry, with annual sales exceeding **THB 1 billion**. Responsibilities included corporate strategy, manufacturing, supply chains, partnerships, finance, accounting and marketing.

- Contributed to the company's listing on the **American Stock Exchange (AMEX)** and the establishment of operations in Russia.
- Worked on supply-chain partnerships in South Africa under a contract valued at **USD 20 million**.
- Served as the management representative for the **ISO 9001** quality management system.

University Teaching

Teaching undergraduate and postgraduate programs at Thammasat since 2010. Subjects include Operations Management, Business Process Improvement and Transformation, Project Management, Supply Chain Management, Business Strategy Simulation and Business Analytics, alongside guest teaching in executive and university programs.

Selected Publications and Cases

- Pattamaroj, K. and Rompho, N. (2023). **Development of an Agile Maturity Assessment Model in the Industry 4.0 Context**. Journal of Business Administration, 46(179), 1-22. (In Thai.)
- Rompho, N. and Pattamaroj, K. (2023). **Uses of OKRs for Inclusive Education**. Emerald Publishing, pp. 219-232.
- Sinlamat, P., Boon-itt, S. and Pattamaroj, K. (2022). **A Framework Validation for ERP Implementation in Thailand: A Case Study Approach**. IEEE TEMSCON-ASPAC, pp. 120-126.
- Rompho, N. and Pattamaroj, K. (2019). **Disrupting Traditional Business Studies Testing by Internet-Based Simulation Game**. Springer, pp. 167-175.
- Pattamaroj, K. (2016). **Taking Service Quality at Siam Park City to the Next Level**. Operations Management case collection, pp. 75-86. (In Thai.)



Contact and Further Experience

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