

# BENCHAWAN PRASOMSAP-YAMMEON

*Neuroscience-based business trainer / coach*



## Objective:

A business trainer on non-employee basis with a cutting-edge research-based tools and skills of neuroscience for facilitating clients' learning process better to achieve more, but less effort, than the usual way.

## Summary:

An innovative educational course of training Thais to be able to listen and speak English correctly in a short period of time, BEEET, a proven expertise and experience in using neuroscience to improve learning process of the second language acquisition.

A hand-on and result-driven trainer with extensive achievements in a wide range of business categories. Innovative by nature and systematic by training. A seasoned and resourceful business executive with exceptional capacity in knowledge retrieval, management, delivery and presentation as well as skill transfer. Highly accomplished content design for PR and marketing materials with proven records of successes resulting from a creative mix of arts and sciences. Expertise in using academic research methods to serve business purpose.

Exemplary conduct of comprehensive self-education through utilization of free materials on the Internet and becoming a living proof of success story in lifelong learning, an important implication of the neuroscience.

## LANGUAGE:

- Thai: Native
- English: Excellent
- HTML: Proficient
- XML: Good

## COMPUTER LITERACY:

- MS Office: Excellent
- Photoshop: Good
- Multimedia tools: Good

## ADDRESS:

5/2496 Soi 22/6  
Baan Prachachuen,  
Samakkee Road,  
Bangtalaad, Pakkred,  
Nondhaburi 11120

## PHONE:

662-503-6690

## MOBILE / LINE:

669-2259-4640

## EMAIL:

byammeon@gmail.com

## Areas of expertise:

- Neuroscience-based leadership and business management
- Neuro-linguistic Programming
- Strategic thinking skill development
- Critical thinking skill development
- Creativity in product development and media design
- Strategic copy-writing and storytelling
- Brain-based learning process development
- Call center management and scripting
- ISO 9001:2015
- Public relations and marketing communication

## Key Skills:

- Presentation and communication
- Content design
- Copy-writing, graphic design and art directing
- Knowledge-delivery and skill-developing
- Learning process design
- Customer service skills
- Sales pitching for creative-work projects
- Administrative and secretarial skills

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## Career Highlights and Achievements:

### **Freelance Business Consultant and Trainer**

**2017-2018**

#### Work:

- Providing the 5-days course on “New Market Strategic Planning” for a herbal cosmetic SME in Bangkok, Punjasri Herb Co, Ltd., as a part of The Project of Developing Business Plan and Increasing Capacity of SMEs.
- Providing the one-day free public course for audiences of 350 people at Royal Thai Army Club on “Storytelling” organized by Department of Industrial Promotion, Ministry of Industry.

### **Consultant for The Project of Developing Business Plan and Increasing Capacity of SMEs Employed by Department of Industrial Promotion, Ministry of Industry and The Federation of Thai Industries**

**2016-2017**

#### Work:

- Obtaining the list of assigned SMEs totally 6 companies.
- Gathering information to confirm the preliminary investigation.
- Jointly diagnosis with the entrepreneurs in order to determine the desired outcomes and set up the KPIs for the task done for the projects.
- Planning in details what help the entrepreneurs need in order to enable them:
  - to analyze their own business SWOT,
  - to design their new products as needed,
  - to develop their own business model,
  - To create their own business strategic planning.
- Educational intervening about how to:
  - define their product positioning,
  - develop their business model corresponding to the positioning,
  - Determine their business strategic plan to achieve their desired outcomes.
- Writing the reports.

#### Achievement:

- “Small and Medium Community Enterprise of herbal and modified Charcoal” can develop its innovatively new product which can increase its selling price 3 times as well as margin more than 100%.
- Phairat Industrial Co., Ltd. can develop its innovatively new product line, the 3-beans sauce.
- The rests can finish their business model and strategic planning.

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## Career Highlights and Achievements:

### **Business Owner @ Coach for Your Success Ltd. Part. 2010-2016**

#### Work:

- Selling and marketing and working as the trainer for the BEEET.
- Selling and marketing as a licensed distributor of Click N Read Phonics - the world's best online program for beginning learner to pronounce and read English with phonics in Thailand.

#### Achievement:

- Self-educating the technologies of Click N Read Phonics, neuroscience and linguistic, for the purpose of using technical support as an unique selling point.
- Developing the user manual which being accepted and introduced to other countries as well.
- Gaining acceptance as the official trainer in Thai market and being employed by other distributors to train their large groups of customers as needed.
- Utilizing the acquired knowledge of neuroscience and linguistic to create an innovative educational course of Building your English Ears to have English Tongue – BEEET.

### **Creative Group Head / Creative Director @ Dear Book Co, Ltd. 1990-1997**

#### Work:

- Establishing and maintaining a totally new market as the account director.
- Managing the business unit with the annual sales target as the creative group head and also working as the unit's creative director.
- Providing professional consulting service on corporate image promotion for the listed companies.

#### Achievement:

- Securing the company's new position as one of four Thailand's leading graphic design firms providing one-stop service for public relations among the blue-chip companies.
- Meeting the annual sales target with continuous growth ranging from 20-30 millions Bahts.
- Winning many national graphic design awards from many institutions yearly.
- Maintaining a large group of multimillion corporations as the regular clients.
- Introducing a new standard of work and pitching protocol in graphic design business and becoming normal practice of today.

### **Department Manager of 1154 @ Teleinfo Media Public Co., Ltd. 2000-2002**

#### Work:

- Designing , managing and implementing the project of voice directory assistant call center .
- Creating work procedures and protocols as well as job descriptions, training processes and quality standard systems of services.

#### Achievement:

- Setting up Thailand's first voice directory assistant call center, 1154, very successfully.

### **General Manager @ Classic Hana Co., Ltd. 1988-1990**

#### Achievement:

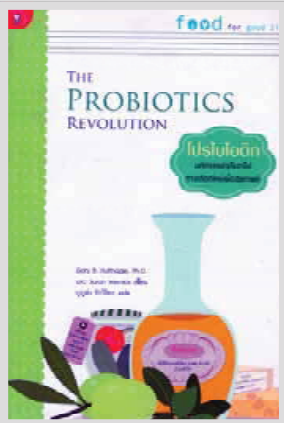
Establishing Thailand's first branded fresh flower arrangement under the name of "MISAKO", and the first boutique flower shop selling fresh flowers in leading department stores.

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## WRITING WORKS:

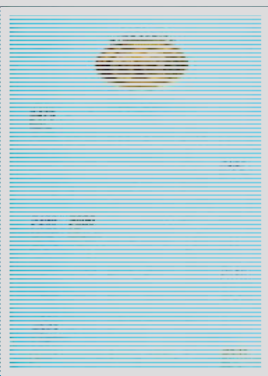


## TRANSLATION WORK

The probiotics revolution

PUBLISHED: 2010

PUBLISHER: MATICHON



## CREATIVE WORK & COPY WRITING WORK

The biography of  
the late honorary  
Bunharn Silpa-archa  
on the 60th birthday

PUBLISHED: 1992

PUBLISHER: DEAR BOOK

## Education:

### University of Technology, Sydney, New South Wales, Australia:

- Graduate Certification in Engineering (Information System Engineering), Engineering Fac.1999
- Master of Arts in Journalism, Humanity and Social Science Faculty 1998

### Chulalongkorn University, Bangkok, Thailand:

- MBA (Business Administration), Commerce and Accountancy Faculty 1987
- Bachelor of Science (Botany), Science Faculty 1980

### Other qualifications:

- IRCA Certified Auditor ISO 9001:2000 2003
- Ministry of Public Health Certified Spa Manager 2000

## Employment History (1980-2015):

<b>Scientist officer 3:</b>	<i>Ministry of Agriculture and Cooperative</i>
<b>Social Worker:</b>	<i>Thai Volunteer Service</i>
<b>Field Researcher:</b>	<i>Botany Dept., Science Faculty, Chulalongkorn Uni.</i>
<b>Administrative Manager:</b>	<i>North Eastern Agriculture Co., Ltd.</i>
<b>General Manager:</b>	<i>Classic Hana Co., Ltd.</i>
<b>Creative Group Head:</b>	<i>Dear Book Co., Ltd.</i>
<b>Guest Lecturer:</b>	<i>Public Relations Dept., Com. Art Faculty, Chulalongkorn Uni.</i>
<b>1154 Department Manager:</b>	<i>Teleinfo Media Co., Ltd.</i>
<b>Lecturer:</b>	<i>Marketing Dept., Business Admin. Faculty., Dhurakij Pundit Uni.</i>
<b>Assistant Manager:</b>	<i>Korea Trade Center, Thailand</i>
<b>Project Manager:</b>	<i>M.S. Beautyline Co., Ltd.</i>
<b>Assess. Project Coordinator:</b>	<i>Perry Johnson Registrars, Inc.</i>
<b>Senior Marketing Officer:</b>	<i>Natural and Premium Foods Co., Ltd.</i>
<b>Bus. Consultant Trainee:</b>	<i>JR Synergy Co., Ltd.</i>
<b>Business Trainer:</b>	<i>The Bridge Co., Ltd.</i>
<b>Business Consultant:</b>	<i>CAT / Xongdur Organic Food Co., Ltd. / Ilhwa (Thailand) Co., Ltd.</i>

## Signature Courses:

- **Appreciative inquiry:** *Productivity improvement course.*
- **Compassionate communication:** *Trust and collaboration building course.*
- **Power listening for success:** *Managerial skill development course.*
- **Neuro-Marketing:** *Consumer behavior and marketing strategy course.*
- **Habit-forming product design:** *Product development course.*
- **Storytelling:** *Marketing content development course.*
- **The make of creative director:** *Creativity development for SMEs entrepreneurs.*
- **Risk as an aspect of quality:** *Fundamental risk management course.*
- **Mindset for success:** *Human potential approached development course.*
- **Mental Toughness Development:** *Adv. human potential approached development course.*
- **Employee Engagement & Capacity Build Up for ISO:** *ISO non-technical preparation course.*
- **BEEET—Building your English Ears to have English Tongue:** *English language course.*