

Norachan Malakul Na Ayudthya

ADVISOR TO CHAIRMAN •
INTERNATIONAL MARKETING • HEALTHCARE



SUMMARY

Experienced international marketing leader with nearly 20 years of expertise designing and executing targeted strategies for fly-in patients, expatriates, and international-insurance patients. Adept at navigating cross-border healthcare markets through culturally sensitive campaigns and strategic partnerships with insurers and medical-tourism agencies.



EDUCATION

MBA (General Management)

Shenandoah University, USA — 1995–1996

BBA (Marketing)

Rangsit University, Thailand — 1990–1993

Art-Math

Triam Udom Suksa, Thailand — 1987–1990



CORE SKILLS

Project Management · Leadership · Teamwork · Time Management · Effective Communication ·
Critical Thinking · Networking



PROFESSIONAL EXPERIENCE

Marketing Director, Phyathai Hospital and Paolo Hospital — *2018–2025*. Oversaw

- marketing for expatriate and insurance accounts (international & local); built international referral networks with chambers, embassies, and insurance companies worldwide.

Senior Division Manager, International Marketing, Phyathai & Paolo Hospital — *2013–*

- *2018*. Drove strategy to increase international patient volume and revenue; led campaigns in target countries.

Senior Division Manager, Services, Phyathai & Paolo Hospital — *2010–2013*. Non-clinical services for Thai and international patients; improved customer satisfaction.

- **Senior Division Manager, International Services**, Phyathai & Paolo Hospital — *2006–2010*. International relations and correspondence; international patient packaging.

Assistant Vice President, Thai Cardif Life Assurance Co., Ltd — *2006*. Partnership development and product launches.

- **Partnership Coordinator**, Thai Cardif Life Assurance Co., Ltd — *2004–2005*. Project management across partner launches and back-office coordination.

- **Services Coordinator**, Regus Centre (Thailand) Limited — *2002–2004*.

- **Secretary to CEO**, ArcCyber Co., Ltd — *2001–2002*.

- **Sales Coordinator**, Fujikura (Thailand) Co., Ltd — *1997–2001*.



CURRENT ROLE AT MED@WISE

- **Advisor to the Chairman**, Med@Wise Company Limited. Advises on international patient acquisition, insurance partnerships, and cross-border healthcare marketing.