



Thanawat Malabuppha

CEO & Co-Founder of Priceza, President of Thai E-Commerce Association, Special Lecturer at Bangkok University, Guest Speaker in Thailand and in the Region, Blogger & Podcaster of Start with Wai

Profile

Thanawat is a startup entrepreneur with over 12-year hands-on experiences in the online business. He founded Priceza, the leading E-Commerce marketing tech company with the mission to empower online sellers to scale and be successful by building the biggest performance-driven marketing platform in Southeast Asia. He was leading Priceza to raise funding from CyberAgent Ventures in 2013 and Burda Principal Investment in 2016. In addition, he is a startup mentor to various tech companies and sharing knowledge to the Tech & E-Commerce industry.

Employment History

CEO & Co-Founder at Priceza Co., Ltd.

January 2010 — Present

President at Thai E-Commerce Association

June 2018 — Present

Mission to empower Thai online sellers to utilize E-Commerce technology to achieve more online. In addition, it also covers working with government to nurture fair competition between local and oversea businesses in the market.

Subcommittee at Digital Economy Promotion Agency of Thailand (depa)

March 2021 — Present

Working as a Subcommittee of Digital Economy Promotion Agency (depa) of Thailand to build Master Plan to promote Digital Economy in Thailand for Year 2022-2026

Program Advisor & Committee at EEC Prime by Origin Property PCL.

December 2019 — March 2021

Special Lecturer (DC619 E-Commerce) at Master of Communication Arts Program in Digital Marketing Communications, Bangkok University

May 2020 — Aug 2020

Startup Mentor at SCG Group

January 2019 — December 2019

Internal tech incubation program of SCG Group. Two teams under my mentoring: Eafy and Dezpax.

Startup Mentor at dtac Accelerate

May 2015 — August 2019

Noburo (Winner of Batch6), ZmyHome (successfully raised 2 rounds of funding from Japanese VC), PenguinT, InstaWash, Loops

Management Committee at Thai E-Commerce Association,

December 2012 — May 2018

Management Committee at Thai Webmaster Association

September 2011 — September 2013

General Manager at Grandy Intertrade Co., Ltd.

March 2004 — July 2011

Public Speaker, Guest Lecturer & Achievement

Details

+6681-889-7521

waiwaiworld@gmail.com

Links

[Blog: Start with Wai](#)

[Podcast: Start with Wai](#)

[Youtube: Start with Wai](#)

Skills

E-Commerce

Startup & Entrepreneurship

Leadership

Online Marketing

VC Fundraising

Blogging & Podcasting

Languages

Thai

English

Hobbies

Blogging & Podcasting at Start with Wai

Guest Speaker for University

Chulalongkorn Business School, Thammasat Business School, NIDA, Kasetsart University, Bangkok University, University of the Thai Chamber of Commerce

Guest Speaker for Private Sector

Benchachinda, IRPC, PTT, MBK Life, Advanced Retail Management Program by CP ALL, MFEC, The NATION, Decathlon, KrungSri, Business Today, Tipco, CPN, Central Group, Brand Inside, Bangkok Bank, Kasikorn Bank, Krungthai Bank, SCG Group, Thailand Management Association, Digital Advertising Association, AIS The StartUp, dtac Accelerate, True Incube, Techsuace Global Summit, Corporate Innovation Summit

Guest Speaker for Government Sector

Department of Business Development at Ministry of Commerce, ETDA at Ministry of Digital Economy & Society, depa, Department of International Trade Promotion at Ministry of Commerce

Judge of Asia e-Commerce Awards 2019, Singapore

October 2019

Speaker at eTail Asia, Singapore

March 2016

I'm invited to speaking at one of the best Southeast Asia Ecommerce conference, eTail Asia 2016 at Marina Bay Sands. This time, I join a panel discussion on the topic "Getting your mobile strategy right". What initial steps must you take to ensure success? Another one, I am a moderator on the Country Clinic session called "Thailand: Asia's booming market" – How can e-commerce companies pave their way into a retail heavy market?

Speaker at Internet Retailing, Jakarta

January 2016

How Mobile drives Indonesian to do shopping discovery and price comparison -- With over 10 Million monthly shopper visits to Priceza, Thanawat will share insights on how consumers in SE Asia use Mobile to empower them to make smarter shopping decision and how Brands and Ecommerce Stores can utilize this opportunities to engage with them. This was first presented to audiences at Internet Retailing Expo Jakarta 2016.

H.R.H. Princess Maha Chakri Sirindhorn's IT Princess Award, Best Shopping Search Engine

Winner Asia-Pacific ICT Alliances Awards

Winner Thailand ICT Awards

Education

Bachelor's Degree in Computer Engineering, Chulalongkorn University, Thailand

2000 — 2004

Master's Degree Program in Marketing, Thammasat University, Thailand

2007 — 2009

MIM Grad with NO.1 Top GPA 3.79

**Stanford-Thai Exchange Program (STEP), Stanford University,
California, USA**

April 2002

Courses

The Alibaba Netpreneur Training (ANT) - Alibaba Business School

March 2021 — April 2021

**Search Inside Yourself, Mindfulness-Based Emotional Intelligence for
Leaders, Search Inside Yourself Leadership Institute**

September 2019

Founders' Coaching Pause, Monk's Hill Venture and Awaken Group

April 2019

Google Launchpad Accelerator, San Francisco

January 2018 — June 2018

**Leadership Communication, Berkeley Executive Coaching Institute &
Thailand Management Association (TMA)**

November 2017