



**Atchara Juicharern, Ph.D.**

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**Managing Director**

**Executive Coach (PCC). Consultant. Facilitator**

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Atchara has helped many leading organizations in Thailand and other countries develop leadership and various people development programmes. She has successfully developed & coached leaders at all levels during their transitions and in people management strategy.

Atchara is an **ICF certified Executive Coach (PCC)**. She is also a true expert in behavioral assessment, performance management, and tailor-made learning programmes. Her developed “Coach Training Programs are the first *“coaching-within-organization customized programs”* in Thailand that receive international standard approval by **International Coach Federation for both Coaching Essentials (ACSTH) and Continuing Coach Education (CCE)**.

With international experience in participating & speaking at several executive and academic forums, Atchara always brings our clients the creative, reliable and practical interventions. With over 18-year experience in the field, she has successful track record in leading change programmes, assessment, Emotional Intelligence (EQ) development, strategic team development and many other individual and group coaching programmes.

**For her educational background**, she received bachelor’s degree in Education at Chulalongkorn University, which magnifies her ability in creating and implementing training courses of various topics and interests among top executive level people. Her ability to cope with multi-language communications and skills specifically German, and English are also reflected from her training at Deutsche Institute, Hamburg Germany, and at J. Howard and Associates in USA and Japan. In no time at all, she carried on with her master’s degree in Arts at National Institute of Development Administration (NIDA), **where she was awarded an outstanding academic record in 2001.**

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Atchara has Ph. D. in Management Development, an international program at NIDA. **Atchara is also awarded a Distinguished Alumni Award from NIDA in 2012.** She successfully completed the Leading Professional Service Firms, a world-renowned Executive Education Programs from Harvard Business School.

Atchara was also **awarded “the best manager of the year”** in 1997 while working with Northwest Airlines. She is the first Thai manager who was invited by Hong Kong General Chamber of Commerce to be one of the panelists in Daniel Goleman’s Emotional Intelligence Seminar. After eight years of in-flight services and managing people across the regions, she spent her fruitful career in training and development as a Director for Central Retail Corporation Ltd.. After that she became General Manager of Extended DISC (Thailand), and oversaw Sales & Marketing, coached Extended DISC’ s clients and developed Extended DISC training programs. Atchara also guest-lectures at top universities in Thailand.

Atchara is selected to be Thailand Official Affiliate of **Dr. Marshall Goldsmith**, the number one Executive Coach and Thought Leader. She is also the Master Trainer of Think on Your Feet®, the advanced thinking & communication skills that receives worldwide recognition as one of the most useful communication workshops taught today. She also wholly represents and conducts the coaching programs that are used by “Fortune 100” companies; the licensed programs of *Organizational Navigation Dynamics* from Switzerland.

Her specialized areas include Leadership Development, Coaching, NLP, Team & Synergy Development, Communication, Emotional Intelligence, Management & Talent Development and Organization Development & Alignment. She has also helped many leading organizations in Thailand succeed in Customer Service, Effective Communication, Professional Image and Corporate & Personal Branding.

Atchara has developed more than 100,000 people and her client base has been expanded through word of mouth. Some of her clients include Advanced Info Service Plc., PTT, Plc., AB Food & Beverages (Thailand) Ltd., CP ALL Plc., Bangkok Hospital, DKSH (Thailand) Ltd., GE Energy, Cisco System (Thailand) Ltd., Mitr Phol Sugar Corp.Ltd., Banpu Plc., Siam Commercial Bank (SCB), The Minor Food Group Plc., Uniliver Thai Trading Co., Ltd., PepsiCo Inc., SCG-Dow Group etc.

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