



**Dr Rujikorn Pavasuthipaisit, *Director of Data Analytics & Research, True Corporation, Thailand***

Dr. Rujikorn is Head of Strategic Project Development and Research at True Corporation. In this capacity, he is leading True Group's Data Analytics initiatives to have more effective utilization of customer intelligence in order to generate higher revenues, through up-sell, cross-sell and retention as well as to enhance customer satisfactions by better serving them. He founded Data Analytics department at True which has taken Analytics into the company's actual operations by supporting Marketing and Sales teams in the areas of churn management, fraud prediction, propensity to purchase model, micro-segmentation, customer lifetime values, location-based services and social network analysis. Dr. Rujikorn is also responsible for the company's Marketing Research activities as well as participates in a large number of assignments that are strategically crucial to the company.

Dr Rujikorn received a PhD in economics from Princeton University. He attended Massachusetts Institute of Technology (MIT) for his undergraduate training.