



**Noot Weechadchada  
Yongsuwankul  
Thailand**

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## Noot Weechadchada Yongsuwankul

Weechadchada has extensive experience in various fields of business with background experience in accounting, advertising & marketing, and product strategy.

As an Entrepreneur, she likes to explore new businesses; starting from FMCG, Music, Wellness, Academic. Her vast experiences gives her energy and enthusiasm to seek new kinds of business environments. Her curiosity and desire to learn will never cease as there is so much to experience and learn today in the world of business.

Having worked internationally with organizations such as J. Walter Thompson, Universal Music, Tria Integrative Wellness, World Vision, and Bangkok University, Weechadchada is well versed and proficient in the development and management of her own company.

While working in the field of academics, she learned about family businesses and how to hand over business from one generation to another with success and sustainability. Family business is fundamental to the economy of all countries. Entrepreneurs are very special, they are real creators, and their success needs admiration and appreciation. However, business has a life cycle and there are always ups and downs. Therefore, successful business needs a good structure to support and carry it on properly.

Good structure to support successful family business is a blend of art and science, and it needs an environment of trust and respect among its members.

The more Weechadchada works with families on transforming their businesses, the more she loves helping and creating good structures for them all.

Weechadchada work in English and Thai and is based in Thailand.