



WORACHADA PORNTHANACHAI

TRAINER & FACILITATOR
KCT ACADEMY

Profile





KCT ACADEMY

About

More than 20 years of experience in Human Resources Management and Organizational Development, with expertise spanning Organizational Strategy, Design, Workforce Planning, Performance Management (KPI/OKR), Talent Development, and Cultivating a Learning Culture.

I've been instrumental in driving Digital HR and AI Integration, successfully developing an HR Chatbot and an internal Learning Platform. Additionally, I serve as a Speaker and Coach focused on Generative AI, Design Thinking, Customer Pain Points, and sales team coaching to enhance performance





KCT ACADEMY

Education & Training Courses

- PhD Candidate, Criminology and Criminal Justice, Mahidol University
- Master of Management - Mahidol University (Human Capital & Organization Management)
- MBA, Retail Management - Assumption University
- B.A. & Sc., Hotel and Tourism Management - Dhurakij Pundit University
- Industrial & Organizational Psychology - Chulalongkorn University
- Belbin Team Role Accredited
- ICF Coach
- Gemini Certified Educator - Google
- Practical AI Class for Leaders Certificate
- Journey Mapping to Identifying & Fix Customer Pain Points Certificate
- ROI in HR, ESG & CSR-CSV Certificate
- Strategic Finance for HR Leaders Certificate
- Workforce Strategy Planning and Structuring Certificate
- Compensation & Sales Incentive Design Certificate
- Robotic Process Automation (RPA) Certificate
- Certificated KCT ACADEMY - Train the trainer





KCT ACADEMY

Professional Experiences

- AVP of Human Resources & Maximum Impact, Winnergy Medical Public Company Limited
- Head of Human Resources, Predictive
- HROD Manager, DPU University
- HRBP, True Corporation Public Company Limited
- Training & Marketing Manager, Karmart Public Company Limited
- Channel Marketing Manager, Newell Rubbermaid
- Customer Marketing, CP Axtra
- Trade Marketing, Unilever

Highlight Experienced Project

- **HR Digital Transformation:** Designed and implemented a full-scale internal HR Chatbot and Learning Platform within one week—covering Skill Matrix, Competency Models, PMS with OKRs/KPIs—without external vendor support.
- **Generative AI Integration:** Launched an AI HR Program for KPIs & OKRs, trained staff on AI, Customer Pain Points, and Design Thinking.
- **Organizational Transformation:** Successfully restructured HR frameworks, designed competency-based systems, and drove large-scale workforce optimization in both merger & acquisition contexts and multi-subsidiary environments.
- **Sales Enablement & Team Coaching:** Certified Belbin Coach, improving collaboration and performance across sales teams through role-based assessments and coaching.
- **Governance & Compliance:** Led HR disclosure in 56-1 One Report and ensured compliance with ISO (9001, 13485, 39001, 27001) and labor law standards



Specialty Areas

- HR Business Partnering & Strategy Alignment
- Talent Management, Succession Planning & Competency Frameworks
- Performance Management (KPI/OKR/9-Box Grid)
- HR Digital Transformation & AI/Chatbot Integration
- Learning & Development Innovation (LMS, TBR, Generative AI training)
- Labor Law, Compliance & ISO Standards





KCT ACADEMY

Certification





KCT ACADEMY

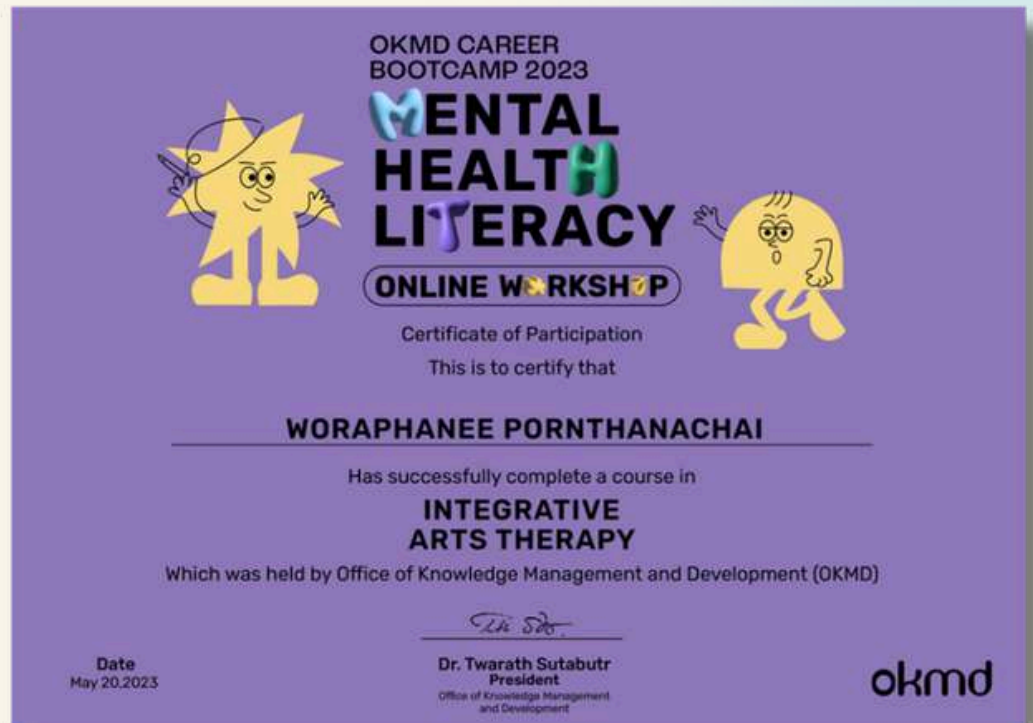
Certification



Certification



KCT ACADEMY





KCT ACADEMY

“Our vision is to deliver quality, innovative HR programs & training courses that inspire people to reach their full potential for success”



KNOWLEDGE CASTLE TRAINING CO.,LTD. (HEAD OFFICE)
บริษัท โนว์เลดจ์ คาสเซิล เทรนนิ่ง จำกัด (สำนักงานใหญ่)

16 ซอยพระรามเก้า43 (ซอย 1 เสา 4) แขวงสวนหลวง
เขตสวนหลวง กรุงเทพมหานคร 10250



02-003-2125
085-939-1593



kcta.training@gmail.com
nartiya@kctathailand.com



<https://kctathailand.com>

