SIYADA WITOON

Foresight-led Strategist

+358-413-663-052
siyadawit@gmail.com
Emalitehtaankatu 7D 62
Järvenpää Finland 04410

ABOUT ME

- A strategic thinker with several experiences in projects works for governments and private companies
- An multidisciplinary analyst with proven results in foresight participatory research on societal and technological changes
- A multicultural team player who loves working with different people around the world and believes in lifelong learning

CORE SKILLS

- Innovation Management
- Sustainability business evaluation
- Business strategic planning
- Change management
- Project coordination
- Team building
- Communication in Thai, English, Japanese, and Portuguese

COMPUTER SKILLS

- Microsoft Office programs
- iMovie Program for media content creation
- R Program
- Computer-aided Design (CAD) programs

WORK EXPERIENCES

Venture fellow, acitoflux GmbH — **Germany** — **Oct 2022 - Present**
- Identifies business opportunities of space technologies and sustainability for automotive industries
- Investigate emerging trends that affect the ecosystems of society 5.0, smart transportation, green energy transition

Teaching Advisor, King Mongkut's University of Technology Thonburi — **Thailand** — **July - Dec 2022**
- Conducting module-based lessons in Miracle of Thinking and Modern Leadership and Management courses
- Assessing performance of students according to expected outcomes

Foresight Analyst, Futures Platform — **Finland** — **Jan - Jun 2022**
- Researched on the current trends and emerging technologies in all business sectors
- Analyzed scenarios of trends and technologies that have highly uncertain implications

Foresight Researcher, Future Tales Lab — **Thailand** — **Mar 2021 - Feb 2022**
- Conducted a collaborative research with the UNESCO and hosted webinar on AI and ethics
- Strategized the investment plan in the technologies of outer space, Web 3.0, hospitality, and real estate

Foresight Facilitator, Turku School of Economics — **Finland** — **May - Aug 2021**
- Facilitated the Futures workshop on Signals of Change in Scientific Research
- Supervised and developed the contents for Futures Literacy workshop

Business Analyst, Thailand Development Research Institute — **Thailand** — **Oct 2020 - Jan 2021**
- Planned and developed scenarios of manufacturing, medical health, and tourism industries for Thai governments in the post-COVID time

Project Strategist, Space Zab Company — **Thailand** — **Mar 2019 - Mar 2020**
- Initiated the project of space education for all and supervised the curricular of zero-gravity learning

Co-founder of Immersive Ayuddhaya startup, FREAK Lab — **Thailand** — **Sep 2018 - Sep 2019**
- Created and managed a business for Augmented Reality (AR) in tourism industry
- Evaluated business directions and AR technological development

Project Coordinator, Thai Beverage Company — **Thailand** — **May 2018 - Jan 2019**
- Implemented corporate social responsibility project with Ministry of Education
- Supervised Bangkok Art Biennale Foundation

Project Coordinator, Stanford University — **USA** — **Jun - Aug 2017**
- Organized and administrated the activities for American and Asian students in American Language and Culture of Volunteer in America organization (VIA)

Freelance Thai-Japanese-English translator — **Thailand, Japan** — **Mar 2014 - Mar 2019**
- Translated Japanese-Thai-English documents
- Simultaneous interpreted Japanese-English-Thai business seminars and meetings

EDUCATION

Ph.D. candidate in Futures Studies, Present
Turku School of Economics, Turku University, Finland
Dissertation: Comparative studies of long-term views on research universities of Finland, Thailand, and the USA

MSSc in Futures Studies, Dec 2021
Turku School of Economics, Turku University, Finland
Thesis: Futures Knowledge in the Finnish university strategies

BA in Psychology, Mar 2018
Faculty of Humanities, Nanzan University, Japan
Thesis: Redefining the identities of biracial children

AWARDS & CERTIFICATES

Certificate of Sustainability in Business course completion Issued by Aalto University · Jun 2022
Certificate of Management of Fashion and Luxury Companies course completion Issued by Bocconi University · Mar 2022
Project Grant of Artificial Intelligence Ethics - Leveling UP AI in Thailand Issued by UNESCO Bangkok · Oct 2021
International English Language Testing System (C1) Issued by the British Council, IDP, Cambridge Assessment ·Jan 2019
Excellent Bachelor Thesis Award Issued by Psychology and Human Relations Department, Nanzan University · Feb 2018
The 1st Runner Up of Start-up Entrepreneurs of the New Age Award, Issued by Tourism Authority of Thailand · Sep 2018
Japanese Language Proficiency Test (N1) Issued by Japan Educational Exchanges and Services· Aug 2017

PUBLICATION

ACADEMIC ARTICLES
- Contribution of Space Education in Deep Technological Development of Middle-income Countries: IAAI 2021
- Kids making AI: DOI 10.1109/TALE.2018.8615249
- The National CANSAT: DOI 10.13140/RG.2.2.35374.77127

MEDIA ARTICLE
- Futures of AI in Thai education: https://www.futuretaleslab.com/research/aiineducation
- Futures Studies: A Tool to Scientifically Conceive (Your) Future: https://www.the101.world/futures-studies/

VOLUNTEER & LEADERSHIP ACTIVITIES

- Teacher and Social Impact Assessment Team Leader, Saturday School Foundation — Thailand — May - Dec 2018
- Camp Coordinator of Thai-American Youth Camp, Camp Tay — USA — Aug 2016 and Aug 2017
- Activity Developer, UNESCO Communication Meeting — Japan — Sept 2016 - Mar 2017