

Busakorn Lerswatanasivalee

Name: Busakorn Lerswatanasivalee
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Date of birth: May 10, 1952
Family: Married, two children
Name of spouse: Mr Prayod Lerswatanasivalee



Education

1983-1985 Thammasart University
Master of Business Administration
1971-1976 Chulalongkorn University
Bachelor of Sciences, Faculty of Phmaceutical, Second Class Honor

Experiences

Pharmacuetical Research and Manufacturer Association 2013 – Present
Chief Executive Officer

Takeda (Thailand), 2000 - 2013

2012-2013 Senior Consultant
2009-2012 Managing Director

- The First Local and Woman Managing Director
- Led the company to be one of the most admired company in Thailand

2000-2009 Marketing Director

- Build Takeda Thailand from rank #26 in 2000 to become one of the top ten MNC in 2007
- Grow double sales every 3 years since 2000
- Successfully launch 4 new products in Thai markets, and 3 out of 4 became leading product in their therapeutic class (Actos, Prevacid, Enantone)

Pfizer Inc, 1976 - 2000

2000 Government Relationship Manager
1993-2000 Sales Director
1992-1993 Business Unit Manager

1991-1992	Marketing Manager
1988-1991	Group Product Manager
1983-1987	Product Manager
1980-1982	Specialist Sales Representative
1976-1980	Bangkok Sales Representative

Activities

- Health Product&Service Promotion Committee, MoPH (2017-Present)
- Advisor, Marketing Pharmacist Association of Thailand
- Board of member PReMA (2012-2013)
- Chair Lady, Health Policy Subcommittee, Pharmaceutical Research and Manufacturer Association (PReMA)
- Sales and Marketing Ethic Subcommittee Member
- Chairman of Marketing Pharmacist Group
- Human Resource Working Group Member, PReMA
- Ex Secretary General and present as Board of member Arthritis Foundation under the patronage of HRH Sirinthorn
- Founder of MRAP
- Guest speaker of Pharmacy School; Silapakorn University, Mahidol University, Prasarnmitr Universit, Thammasart University, Bangkok University

Training Programs

- International of Management Consultant of Thailand, A Member of ICMCI
- Strategic Workshop and Global Sales Management Program from Columbia University, Washington DC
- How to Liberate Corporate Power – GE Work-Out
- Seven Habit for Effective Person by PacRim
- Four Roles of Leadership by PacRim
- The Eight Habit by Steven Covey
- Health Economic Seminar and Outcome Research, Bangkok
- Three weeks in US for Sales manager Development Program
- Negotiation and Decision Making, Kepnor Tregor
- Targeted Selection Workshop, DDI, Bangkok
- Leading for Results, TTT program
- Situational Leadership
- Coaching Skill
- Talent Management

Award

- First Takeda Global Awards
- 2006 Hall of Fame, Alumni of Faculty of Pharmacy, Chulalongkorn Univerysity
- 2007 Marketing Pharmacist of the Year, 4th Pharmacy Congress, Thai Pharmaceutical Association