

Ms Suree Chaisiripanich



Summary

Dynamic and results-driven legal professional with over 20 years of experience across various industries, including beverage, aviation, IT, and entertainment. Known for delivering strategic legal counsel and expertly managing complex projects, I have a proven track record of mitigating risk and fostering strong stakeholder relationships. Recently, I proudly led the project that won the prestigious Business Ethics Award 2024, showcasing my commitment to ethical practices in the legal realm. My expertise spans intellectual property, contract negotiation, compliance, and corporate governance. I am fluent in English and Thai, with a foundational knowledge of French.

Experience 15 June 2017 – Present

PepsiCo Services Asia Ltd.

Compliance & Ethics Associate Manager, Indochina, AsiaBev & GMD, ANZ

Report: Compliance & Ethic Director Key Responsibilities:

- Led and managed the Compliance and Ethics program across a diverse region, partnering with senior management to foster a strong ethical culture and minimize legal/reputational risk.
- Successfully investigated and remediated a high volume of Speak Up cases, including complex PSV investigations, ensuring compliance with internal and external regulations.
- Implemented and maintained a robust Third-Party Due Diligence program, providing comprehensive anti-bribery training and support.

1st September 2016 – 14 June 2017

Thai AirAsia Co., Ltd.

Legal Manager Report:

CFO

Key Responsibilities:

- Provided comprehensive legal support to leadership across Indochina, China, Macau, Hong Kong, Philippines, Indonesia, and Singapore, encompassing M&A, finance, and day-to-day business operations.
- Advised multiple departments (Commercial, Marketing, Indochina BU, Ancillary, Sales & Distribution) on legal implications of transactions and operations, reducing legal risks.
- Drafted and reviewed a wide range of legal documents, including agreements, power of attorney, and official notices, ensuring compliance.

2014

- Supervised legal associates in managing corporate information changes with relevant authorities (Department of Business Development and Revenue Department).

16 July 2014 – 31 August 2016

Pepsi-Cola (Thai) Trading Co., Ltd. Legal Manager

Type of Business: Beverage Market Unit **Report:**

Direct Report: BU Senior Legal Director, **nationality:** American **Dotted**

Line Report: Head of Market Unit, **nationality:** Indian

Key Responsibilities

- Provided strategic legal counsel to leadership, identifying and mitigating legal risks across all business transactions and projects.
- Drafted and reviewed legal documentation, including agreements, notices, and correspondence with authorities.
- Managed and monitored legal cases, reporting progress and recommending appropriate actions to stakeholders.
- Conducted comprehensive legal and corporate policy training programs for colleagues.
- Ensured compliance with statutory requirements through proactive health checks and policy implementation.
- Prepared regular reports for executive management.
- Delivered specialized training in areas including anti-bribery and contract review.

15 March 2012 – 15 July 2014

Atos IT Solutions and Services Ltd.

Legal Counsel/Director

Type of Business: Information Technology, SAP Management **Report:**

Direct Report: APAC Legal Counsel, **nationality:** Singaporean

Dotted Line Report: Country CEO, **nationality:** Mauritius

Number of employees: 400 employees

- Provided expert legal advice on IT, corporate, and legal compliance matters, negotiating complex contracts for various business units. Contracts included systems integration, managed services, software licensing, teaming, and reseller agreements.
- Ensured compliance with laws, regulations, and company policies across a 400employee organization.
- Conducted legal training and workshops for management and operational personnel.

February 2009 – 14 March 2012

Sony Music Entertainment Operating (Thailand) Co., Ltd.

Senior Legal & License Manager/Director

Type of Business: Entertainment

Report: General Manager/Regional Legal Vice President.

- Reviewed and drafted a wide range of contracts (license agreements, artist contracts, etc.).
- Managed all corporate secretary functions, including liaising with registrars and providing legal advice to management.
- Coordinated with external counsel and Head Office on litigation.

March 2008 – January 2009

The Siam Cement Public Company Limited

Legal Consultant

Type of business: Holding company

- Providing legal advice related to intellectual property matters to relevant Intellectual Property Specialist in subsidiary of Siam Cement Plc.
- Review agreements related to intellectual property clause and provide comment with proposal for revision of such agreement.

July 2003 – February 2008 3 Click Ltd. (currently known as “INDEX CORP Ltd.”)

Legal & License Manager

Type of Business: Marketing

- Review and draft contracts, focusing on intellectual property and licensing agreements.
- Negotiate with intellectual property owners.
- Provide legal consulting in intellectual property and information technology.
- Manage licensing negotiations with proprietors in Europe and Asia.
- Handle corporate legal work, including trademark and BOI registration.
- Liaise with authorities such as BOI, Immigration, and Labor Department on legal matters.
- Address legal and licensing issues across Thailand, Indonesia, Australia, South Africa, and Taiwan.
- Collaborate with external law firms in these regions.
- Build relationships with intellectual property owners, including music labels.
- Monitor company rights and advise management on actions.

- Supervise corporate work, visa and work permit documentation, trademark registration, and domain name registration.
- Consult with the marketing team on negotiation strategies and managing licensed intellectual property materials.

Dec 2002 – June 2003 Teleinfo Media Co., Ltd.

Legal Specialist

Type of Business: Media

- Specializing in Intellectual Property (IP) and information technology (IT) laws.
- Reviewing and drafting contracts including analyzing intellectual property cases.
- Handling corporate secretary work.

Mar 2002-Nov 2002 Vovan & Associates, Bangkok, Thailand

Vidon & Partner, Bangkok, Thailand- Attorney-at-Law

(specialist in Intellectual Property Law)

Type of Business: Consultancy

- Specialize in intellectual property (IP) and information technology (IT) law.
- Provide documentation and consultation on IP and IT issues.
- Report IP news and judgments to Vidon & Partners, Paris.
- Analyze IP cases and review contracts.
- Market and monitor legislation related to IP law and regulations.

April 1996- December 1999 Natee International Office,

Bangkok, Thailand

Attorney-at-Law

Type of Business: Consultancy

- Specialize in trademark research and documentation as an assistant to a senior lawyer.
- Process documents for visas, work permits, and company/VAT registrations.
- Translate documents between English and Thai and serve as an interpreter in court and arbitration.
- Monitoring legislative.

1995 Public Attorney General Office Bangkok, Thailand

Legal Internist

Education

1998 The Law Society of Thailand, Bangkok, Thailand

2000-2002 University of Queensland, Queensland, Australia

Master of Law Degree, specializing in Intellectual Property and Information Technology Laws

2000 Russo Institute of Technology, Queensland, Australia
Certificate, General English Course (Intermediate and Advance Levels)

1998 Law Society of Thailand, Bangkok, Thailand
License to practice law

1992-1995 Bangkok University, Bangkok, Thailand
Bachelor of Law Degree

1990-1991 Polyvalente Chanoine Armand Racicot, Quebec, Canada Diploma,
Secondaire V

Skills Translation and interpretation of English and Thai
Knowledge of Microsoft Word, Excel, Power Point and other office applications.
Expert in researching for information.
Touch typing 50 wpm approximately (English and Thai)

Awards **2001 Recognition of outstanding presentation in Copyright Class**, Queensland
University, Queensland, Australia.

2000 Student of the week (for recognition of outstanding attitude participation and
performance in English Language Classes)
Russo Institute of Technology, Queensland, Australia

1990 Full Year Scholarship recipient,
American Field Service (AFS)
International Exchange Program
International Exchange to Canada

Referees

Wimonphan Tangmanvitayasak

Tel: 66-82-644-8866 (Former PepsiCo employee)

Ritesh Agarwal
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