

(In) Nadatorn Sila-On

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EDUCATION

London School of Economics and Political Science

MSc Management of Information Systems and Digital Innovation

London, UK

Expected: September 2026 – September 2027

University College London

BSc Management Science (Awarded 2:1)

London, UK

September 2023 – July 2026

Dissertation (77%): Digital Marketing Communication Strategies and Their Impact on Customer Engagement and WTP

Relevant Modules: Statistics and Data Mining, Machine Learning and Forecasting, Financial Analysis, Investment Management

Shrewsbury International School

High School

Bangkok, Thailand

August 2014 – June 2023

A Levels - A*A*AA in Maths, Economics, Further Maths, Business

PROFESSIONAL EXPERIENCE

PwC Thailand

Risk Assurance Consulting Intern

Bangkok, Thailand

June 2026 – July 2026

- Benchmarked **group-wide insurance supervision frameworks across 6 jurisdictions** (Japan, Hong Kong, Singapore, Switzerland, EU, and US), to assess approaches to regulating complex domestic and cross-border insurance groups.
- Analysed complex **insurance group structures and ownership relationships** to determine the regulator's supervisory perimeter and information access requirements, balancing the regulator's need for **group-wide risk visibility** against insurance groups' concerns over information sharing and regulatory burden.
- Conducted **gap analysis across 3 regulatory dimensions** (governance, ERM, and internal control) and supported **weekly client presentations** by translating insights into PowerPoint for the regulator and major insurance groups.

Minor International (MINT)

M&A Intern

Bangkok, Thailand

June 2025 – August 2025

- Evaluated MINT's **joint venture** with Japan's Royal Holdings, analysing hotel locations, ownership structures and contractual arrangements including HMAs and building leases.
- Analysed Royal Holdings' financial information, medium-term plan, shareholder structure and **stock price performance** using **Bloomberg Terminal** and company reports, synthesising findings into a presentation for senior management.
- Conducted comparable **company valuation** of MINT using **trading multiples** from peer hotel companies to derive an **implied fair share price** and assess potential overvaluation or undervaluation.
- Supported analysis for the acquisition of **Bonchon's international IP** by calculating **EBITDA across equity-owned and franchise stores** to inform transaction evaluation.

Central Department Store Group

Marketing Strategy & PMO Intern

Bangkok, Thailand

July 2024 – July 2024

- Managed event budgets of **50,000 GBP** across **5+ initiatives**, coordinating resource allocation with the event team.
- Benchmarked **3+ international department stores** to identify opportunities to improve Central's marketing campaigns.
- Initiated organisational **R&D and idea generation**, finishing at **1st place** in the internship's creative content competition.

EXTRACURRICULARS

Amazon "Challenge the Fake" | Anti-Counterfeiting Competition

Winner, UK Round & UCL Representative

London, UK

February 2026 – May 2026

- Developed **"Fake Hits Different," an immersive retail experience** using gamification, storytelling and Guerilla marketing to shift Gen Z attitudes towards counterfeit products.
- Pitched the campaign to **Amazon UK's Chief of Staff** and industry judges, presenting the customer journey, experiential store concept, brand partnerships and implementation plan.
- Recognised by judges for **strong team chemistry** and **clear storytelling**, balancing detail and concision through the pitch.
- Won the UK round among 48 participants**, representing UCL at the **European Final at EUIPO in Alicante** alongside winning teams from Bocconi University and ESADE Business School.

AWARDS, SKILLS & INTERESTS

Skills: Excel, PowerPoint, R, Tableau

Languages: English (fluent), Thai (native)

Interests: Cooking, Muay Thai, Singing, Learning Japanese

Awards: Outstanding Pearson Learner Award (High School), Honorary Academic Scholarship (Middle School)