

# ANDÉ ADITYA

Board Advisor | Virtual CEO | Thailand Strategist

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## EXECUTIVE PROFILE

Founder, operator, investor, board advisor and Thailand business strategist with 35+ years of hands-on business leadership across Asia and Europe. I work with founders, investors, boards and family businesses that need strategic clarity, operating discipline, market-entry execution, restructuring support, or a trusted senior leader who can work part-time, hybrid or project-based without becoming another full-time executive layer.

My positioning is simple: I do not only advise from the sidelines. I partner closely with decision-makers to diagnose reality, design the operating path, build systems, execute with teams, and help leadership move from complexity to accountable growth.

<b>Best Fit Opportunities</b> <ul style="list-style-type: none"><li>• Board advisory and strategic oversight</li><li>• Virtual CEO / fractional leadership</li><li>• Thailand and ASEAN market entry</li><li>• Founder, SME and family-business growth</li><li>• Turnaround, reinvention and execution support</li></ul>	<b>Core Value I Bring</b> <ul style="list-style-type: none"><li>• Operator mindset, not theory-driven consulting</li><li>• Clear diagnosis of business bottlenecks</li><li>• Execution systems and leadership accountability</li><li>• AI-enabled business thinking where practical</li><li>• Long-term partnership approach</li></ul>
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## PROFESSIONAL EXPERIENCE

### Founder & CEO, Aditya Group Thailand | Bangkok | 2002-present

- Built and led a diversified operating ecosystem across business consulting, IT/digital platforms, trading and travel/lifestyle sectors.
- Advised, built, operated or supported 140+ companies across 21 industries and 30+ countries, with exposure across Asia, Europe and international SME markets.
- Guided foreign entrepreneurs, investors and companies on Thailand entry, company setup, commercial development, operational execution, local partnerships and growth strategy.
- Worked directly with founders and decision-makers during scale-up, transition, restructuring, succession, turnaround and investment-readiness situations.
- Led business platforms including Startup in Thailand, Arahant Thailand, Thai Aesthetics and Travel Motivations, giving practical insight into consulting, IT, trading, hospitality and luxury travel markets.

## ADVISORY / FRACTIONAL LEADERSHIP FOCUS

- Board Advisor: governance clarity, strategic oversight, decision frameworks, portfolio acceleration and leadership accountability.
- Virtual CEO / Fractional Executive: hands-on involvement in strategy, structure, execution, systems and management rhythm.
- Thailand Strategist: market-entry planning, business setup, operating model, partner identification, compliance navigation and execution support.
- Business Growth & Reinvention: scaling, restructuring, repositioning, AI-readiness, process improvement and long-term operating discipline.
- Family Business Support: modernization, succession planning, role clarity, governance structure and growth beyond founder dependency.

## SELECTED CREDENTIALS

<b>35+</b> Years of experience	<b>140+</b> Companies guided	<b>21</b> Industries
<b>26</b> Startups built/advised/scaled	<b>30+</b> Countries exposure	<b>12</b> Awards across innovation & leadership
<b>2002</b> Aditya Group Thailand founded	<b>Asia + Europe</b> Operating exposure	<b>Bangkok</b> Thailand base

## **OPERATING ECOSYSTEM**

- Startup in Thailand: business consulting, market entry, company setup and execution support for foreign business owners.
- Arahant Thailand: IT, application development, digital platforms and technology distribution.
- Thai Aesthetics: sustainable consumer/lifestyle products and B2B platform development.
- Travel Motivations: curated travel, hospitality and luxury experience business.

## **ENGAGEMENT STYLE**

- Hands-on, not presentation-driven; collaborative, not hierarchical; structured, yet flexible.
- Outcome-focused, not hour-focused; built around clarity, accountability and measurable progress.
- Works best with leaders who value practical execution, confidential senior-level dialogue and long-term value creation.

## **AVAILABILITY & ENGAGEMENT MODELS**

- Open to part-time, hybrid, board advisory, fractional executive, strategic consultant and project-based mandates.
- Suitable for founder-led companies, SMEs, family businesses, investors, boards and international companies entering Thailand or ASEAN.
- Preferred roles: Board Advisor, Virtual CEO, Thailand Strategist, Growth Advisor, Market Entry Advisor, Strategic Execution Partner.