

The Alumni Behind mPACT: Five Stories of Leadership, Collaboration, and Giving Back



Regional Purchasing
Management & Project
Coordinator at Robert Bosch
Automotive Technologies
(Thailand)

— International Business —

MUIC CLASS OF 2025

**Poonyatorn
Paradonpap**



**Tanisa
Kasemsap**

MUIC CLASS OF 2019

— Finance —

Co-founder of KM Prime
Asset Group Co.,Ltd.



Trade Support Analyst,
ExxonMobil

— Business Economics —

MUIC CLASS OF 2019

**Chetawat
Karnasuta**



Konami Ono

MUIC CLASS OF 2025

— International Business —
Marketing & Business
Strategy Analyst at
Robert Bosch
Automotive Technologies
(Thailand)



Ravisut

Udomrungrueng

MUIC CLASS OF 2019

— Business Economics —
Managing Director
at Royal Lacewood Co.,
Ltd. and Bonfire Gathering
Co., Ltd.



**FIVE VOICES
ONE JOURNEY
THE STORY BEHIND mPACT**

Meet the Alumni Behind mPACT



BABE

I'm Ravisut Udomrungrueng, though everyone calls me Babe. I graduated from MUIC in 2019 with a degree in Business Economics.

Today I split my time across two businesses. The first is Royal Lacewood, my family's tableware distribution company serving hotels and restaurants across Thailand, which I've spent the last few years modernizing. The second is Bonfire, which I co-founded and actively manage. Bonfire Gathering is our game publishing arm, bringing mobile games from China and Korea into the Southeast Asian market. We have also recently launched Bonfire Cloud, an official partner and Managed Service Provider of Tencent Cloud, focused on driving cloud and AI infrastructure to help businesses and enterprises scale across Thailand. Outside of that, I'm one of the co-founders of mPACT.

I'm Ming (Tanisa Kasemsap), a Finance alumna from MUIC, Class of 2019. After graduating, I worked in investment banking for around three years, mainly focusing on M&A. It was a challenging environment that taught me a lot about working under pressure and dealing with difficult situations.

I'm now working in real estate in Phuket, where I'm developing my own villa project. It's definitely very different from what I used to do, but I've really enjoyed the experience so far, especially seeing an idea slowly take shape the way I had imagined.



MING



DON

My name is Don (Chetawat Karnasuta), an MUIC alumnus with both a BBA in Business Economics and an MBA. I have been with ExxonMobil since 2019, moving across four different functions from Finance and Accounting to my current role in Global Trading.

What I value most about ExxonMobil is the opportunity to explore beyond a single area of expertise, continuously learn, and challenge myself to grow.

I currently work in the Mobility Purchasing Direct Materials ASEAN department at Robert Bosch Automotive Technologies (Thailand), focusing on market intelligence, market research and analysis, and regional KPI tracking. I combine external market knowledge and research with our internal purchasing and business data to understand the market situation and evaluate our regional performance. I look at trends, identify potential opportunities and risks, and translate the data into insights that can support decision-making.

A key part of my role is preparing management presentations and regional updates, where I communicate these insights to different teams and also to top management. In addition, I support the preparation and coordination of regional purchasing exhibitions, workshops, and events.



PIE



KONAMI

My name is Konami Ono, and I graduated from MUIC with a Bachelor of Business Administration, with International Business as my major. After completing my internship in 2025, I began my first full-time role with the same company as a Marketing & Business Strategy Analyst at Robert Bosch Automotive Technologies (Thailand), a leading global automotive parts supplier, supporting the mobility sector across the ASEAN region.

What inspired you to join the mPACT Organizing Committee?



BABE:

It started from something quite personal. A few of us looked back at our own time at MUIC and realized how much we would have benefited from having someone a few steps ahead of us, someone who could tell us what was actually coming after graduation. We didn't have that, so we figured things out slowly and mostly by trial and error. The thought was simple: nobody had built this for us, so why not build it for the students behind us?

But wanting to build something and knowing how are two very different things, and mPACT would not exist without the people who guided us early on. Prof. Sakorn Suksriwong, DBA, founder of ChAMP, the Chulalongkorn Alumni Mentorship Program, gave us invaluable guidance and support. So did P' Pawanrat (Tune) Pasawongse, one of ChAMP's OC members, and Pearadet (Pete) Mukyangkoon, co-founder of TBS-AIM. None of them had any obligation to help a group of MUIC alumni starting from nothing. They did it anyway, and in doing so they became the first real example of the very thing mPACT stands for, which is paying it forward.

We were then fortunate to be introduced to Ms. Wimon Siri Hemtanon, our Associate Dean for Student Affairs. She and her team took mPACT from an idea held by a few alumni and gave it institutional backing, driving it forward from the university side and supporting us all the way through to running the events themselves.

I want to name them properly, because mPACT genuinely would not have happened without them: P' Amm (Nattika Phunyatera), P' Aor (Jutharat Thipboonsub), P' Pare (Jiratcha Anekthanaset), and P' Nan (Napaporn Jindapol). They carried this program through every delay and every complication we caused, all while holding demanding full-time roles of their own.

What inspired you to join the mPACT Organizing Committee?

MING:

When I was a student, I wished MUIC had a program like mPACT. Seeing how it helped students gain a clearer path after university, I wanted to help create that opportunity so future MUIC students wouldn't have the same doubts I had.

DON:

Honestly, my first reason was to reconnect with my MUIC friends, especially Babe and Ming, who started mPACT and invited me to help. What started as catching up with old friends turned into something much bigger, bringing the MUIC community together.

PIE:

I first heard about mPACT through a friend, and I was immediately interested in the concept. I believe that a program like this can provide valuable opportunities for current MUIC students to connect with and learn from alumni. When I was studying at MUIC, I would have appreciated having a space like this to connect with alumni and gain insights from their experiences. That inspired me to join the organizing committee and contribute to making this vision a reality for the next generation of MUIC students.

KONAMI:

During my time at MUIC, I had the opportunity to be involved as a core team member in several clubs and activities. Through these experiences, I discovered how meaningful it can be to work behind the scenes to organize events and create opportunities for others.

When I was invited to join mPACT and learned more about the values behind the program, I saw it as an opportunity to step outside my comfort zone, explore something new, and contribute to the MUIC community in a different way.



What motivated you to contribute to the mPACT program, and why is giving back to the MUIC community meaningful to you?

BABE:

I'd gently reframe it, because I don't think of mPACT as giving back. Giving back suggests repaying a debt, and it puts the focus on the person giving.

The way I see it, mPACT is about paying it forward. What we're doing isn't returning something to the past, it's passing something forward to people we mostly haven't met yet.

That's exactly how it happened for us. The people who helped us start mPACT weren't repaying anything to MUIC, they simply chose to help. What makes it meaningful is that this is how communities are actually built. Someone helps you, and instead of paying them back, you help the next person. If enough people do that, you end up with a culture rather than a series of favors.

PIE:

MUIC has always been a safe space for me, where I had the opportunity to learn, grow, and gain valuable experiences. I was fortunate to receive guidance and encouragement from my friends and seniors through the club I was involved in, which helped me step out of my comfort zone. However, I know there are students who also want to explore new opportunities and build their networks but may not know where to start. I hope mPACT can be another safe space for them to connect, learn from others, and discover new opportunities, just as MUIC gave me those opportunities. This is why giving back to the MUIC community is meaningful to me.

DON:

At some point in life, success is not only about how much we earn, what position we have, or what we achieve. Life becomes more meaningful when we can use what we have learned to help others grow. For me, mPACT is a chance to give back and hopefully make someone else's journey a little easier.

Could you briefly describe your role in the organizing committee, your main responsibilities, and what you learned from being part of mPACT?

BABE:

Mentor Relations & Operations

My main role has been on the mentor side, contacting and assisting our mentors throughout the program. Beyond that I've worked across the overall operations, including coordinating with certain mentee pairs when they needed support. Honestly though, I'd describe my role as doing whatever it takes for the program to achieve its objectives.

That's because mPACT gave me a platform to learn about servant leadership, which I don't think I could have learned inside a company. Here, everyone is equal and everyone is a volunteer. There's no hierarchy to fall back on, no authority to invoke, and nobody is being paid. The only thing holding it together is whether people genuinely believe in what we're building.

That changes how you lead completely. You stop directing and start serving, focusing on removing whatever stands in the way of the people doing the work. It's a lesson I've carried straight back into my own businesses.

MING:

Budget & Mentor Team

I'm responsible for budget allocation and making sure each activity has the resources it needs. I also lead the Mentor team, from onboarding mentors to supporting them throughout the program. Having the chance to talk and listen to different mentors also gave me a lot to reflect on.

I learned that life is full of unknown, so you have to believe in yourself and start doing rather than wondering about the future.

DON:

Mentee Relations

I mainly support the mentee side, from events and coordination to collecting feedback and making sure their voices are heard. I learned that running a mentorship program is not just about schedules and checklists. It is about people, connections, and sometimes making sure everyone knows where they are supposed to be.

PIE:

Marketing

I served as the Head of Marketing for the mPACT Organizing Committee. My main responsibilities included planning the marketing content and posting schedule, developing concepts, themes, and objectives for each post, and coordinating tasks within the marketing team. I also supported cross-functional work, such as developing presentation slides & artwork and infographic materials, and assigned tasks to team members based on their strengths and responsibilities.

Through this experience, I learned how to lead and coordinate a team, manage timelines, and turn ideas into clear and engaging communication. It also strengthened my teamwork, creativity, and project management skills.

KONAMI:

PR & Mentee Relations

I started as part of the Public Relations team, supporting preparations on the mentee side, including identifying potential mentees. I also had the opportunity to serve as a Master of Ceremonies at several mPACT events before later joining the Mentee Relations team, where I communicated with and supported mentees throughout the program.

Working across different roles allowed me to develop new skills and gain a broader understanding of how different parts of a program come together to create a meaningful experience.



KONAMI:

One of the most rewarding moments was watching the final thank-you videos created by the mentees for their mentors. Hearing their stories and learning what they gained from the program made all the effort behind mPACT feel worthwhile.

Another memorable experience was the bond I developed with MUIC alumni and the opportunity to work closely with them and the Student Affairs team as part of the organizing team. I had not expected to have the chance to work alongside alumni who had graduated several years before me, including P'Babe, P'Ming, and P'Don, which made the experience particularly meaningful. Listening to their stories and receiving their advice during our team gatherings was something I truly valued.

Looking back on the program, what was the most rewarding or memorable moment for you?

BABE:

The most rewarding part for me wasn't a single moment. It was seeing the dedication of everyone involved.

Our organizing committee, the Student Affairs team, our mentors, and our mentees all showed up genuinely wanting to do good, entirely on a volunteer basis. Nobody was being compensated. Our mentors gave far more time than we ever asked for, our Student Affairs team supported us well beyond their job descriptions, and our students committed a full year to a program that was completely new and unproven.

Seeing that many people choose to invest themselves in something purely because they believed in it was the moment I knew mPACT was going to work.

DON:

Definitely the bootcamp event. Nearly a hundred of mentors and mentees came together on a Saturday at the hotel, when everyone's time is valuable. Seeing different generations of MUIC students and alumni in one room was a great reminder of the power of our community. It was probably one of those moments when you think, "Wow, we actually managed to get everyone here!"



What did you personally learn or gain from being part of the organizing committee?

BABE:

Patience, and a much deeper appreciation for structure. Passion is what starts a program, but passion alone doesn't sustain one. Running mPACT taught me that if you want something to last beyond the people who founded it, you have to build a foundation that can carry it forward without you. I also learned a great deal simply by being around our mentors. Watching accomplished people from very different industries share how they think, how they handle difficult decisions, and how they talk to someone younger was an education in itself.

MING:

The majority of the organizing committee are full-time employees, so there were times when things got tough with busy schedules and day-to-day problems to solve. But one of the biggest things I learned is the importance of having empathy for others, understanding what they're going through, and helping each other whenever we can.

DON:

Although I joined as an OC member to support the program, I ended up learning a lot myself through the sessions, events, and conversations. It reminded me that learning does not stop after graduation. Sometimes, the mentees can teach you something too!

PIE:

One of the biggest things I gained from being part of the organizing committee was friendship. I had the opportunity to meet many talented people and connect not only with friends from my own batch, but also with alumni, even professors and SA staff, which was a rare and valuable experience for me.

Along the way, I also received great advice that supported both my personal and professional growth. More than just a project or committee, mPACT became a warm and supportive community where I could learn from and grow together with others.



From your perspective, what impact has mPACT had on mentees, mentors, and the MUIC alumni community?

BABE:

For our mentees, the most striking finding surprised us. When we asked what stayed with them most, the answer wasn't the advice or the industry connections. It was the questions their mentors asked, the ones that made them think differently about their own lives. Many arrived unsure of their direction and left not only with clarity, but with the confidence to actually act on it instead of just deliberating.

For our mentors, mPACT became a platform to reconnect with fellow alumni and, just as importantly, to learn from one another. Our mentors come from very different industries, so a lot of insight was exchanged between them, not only passed down to the students.

For the alumni community, this is the part I care about most. mPACT is an opportunity to build a new culture at MUIC, a community where paying it forward is simply what alumni do, and where together we help shape a future generation of virtuous leaders. Our first generation brought together 44 students and 22 alumni mentors. That's the beginning of a community, not just a program.

DON:

mPACT creates a unique opportunity for people across different majors, generations, and career stages to connect. You might come in looking for a mentor, but you could leave with new friends, new perspectives, or even a completely different idea of where your journey could take you.

PIE:

From my perspective, mPACT helps bridge the gap between them all. There may be some awkwardness or unfamiliarity at the beginning, but throughout the program, I could see genuine bonds developing between them. Regardless of differences in age, backgrounds, or perspectives, everyone was willing to share, listen, and respect each other. I saw many mentees become more confident and gain greater clarity about their personal and professional paths. At the same time, mentors and alumni also had the opportunity to reflect on their own experiences and gain new perspectives through their conversations with the mentees.

To me, this two-way exchange is what makes mPACT meaningful, not only connecting people, but allowing everyone involved to learn and grow together.



What are your hopes for the future of the mPACT program?

BABE:

My hope is that mPACT outlives all of us who started it. Practically, that means building it so it doesn't depend on any individual staying available. We're bringing current students into the organizing team so the program renews itself every year, with alumni guiding the direction and the university supporting the foundation.

The bigger hope is the cycle. Today's mentees become tomorrow's mentors. Each generation reaches back and lifts the next one. If that keeps turning, mPACT stops being something a few people run and becomes simply part of what MUIC is. I'd also love to see it grow across every division. Accomplishment isn't limited to one field, and neither should our mentors be.



What message would you like to share with fellow MUIC alumni who are considering joining mPACT in the future?

BABE:

If you've ever had a moment where you wished you'd known something earlier, this is your chance to make sure someone else doesn't have to wish for the same thing.

And it doesn't have to be as a mentor. There are many ways to contribute, whether that's advising the program, speaking at a single session, helping with an event, or simply introducing us to other alumni who would be a good fit. Every one of those roles matters.

The most common hesitation we hear is some version of "I'm not senior enough" or "I'm not sure I have the right answers." But our students aren't looking for perfect people. They're looking for someone real, a few steps ahead, who's honest about how they got there and what went wrong along the way. Your ordinary working experience is genuinely valuable to someone who hasn't had it yet.

MING:

Your action starts today. You don't need to wait until you have years of experience or a big achievement to share. What you've learned so far may already be valuable to someone else. Sometimes, taking the first step and being willing to contribute is all it takes.

DON:

"To give is to get." You never know how valuable your experience or advice can be to someone else. What feels like a simple story or piece of advice to you might be exactly what someone else needs to hear. So don't miss the opportunity. Come join us, share what you know, and become part of the mPACT family!

PIE:

It is a great opportunity to revisit your second home, reconnect with the MUIC community, and meet the talented students who will shape its future.

Many students have great potential and bright futures ahead, but just like many of us when we were students, they may feel lost or unsure about which direction to take. With the experience we have gained since graduating, we may not be able to show them the "best" path, but we can help them find a better version of themselves and make more informed choices.

At the same time, I believe the experience is not one-way. You may also discover new perspectives, ideas, and even something about yourself that you never expected.

KONAMI:

For MUIC alumni who may become potential mentors, I would say that mPACT is more than a mentorship program designed for alumni to teach current students. From what I witnessed during the first generation, one of the greatest outcomes for mentees was the new perspectives they discovered. At the same time, mPACT creates a unique connection between different generations of the MUIC community. By becoming a mentor, you are not only sharing what you have learned, but also becoming part of an exchange of perspectives and experiences that can benefit both sides.



In one sentence, what does mPACT mean to you?

BABE:

mPACT is the thing I wish existed when I was a student, built so that no one after me has to wish for it.



mPACT

MING:

mPACT is more than mentorship program; it's about giving back today and inspiring others to give it forward.

DON:

"No One Grows Alone." For me, mPACT is about connecting people, sharing experiences, and creating an IMPACT that goes beyond ourselves. And yes, the "m" in mPACT might be small, but the impact we can make together definitely isn't.



PIE:

A space where meaningful connections inspire us to grow.

KONAMI:

From the perspective of an organizing committee member, mPACT is more than just a program to be executed; it is a teamwork journey that has allowed me to grow while gaining new skills, perspectives, and experiences.





"DO, TO BECOME."



"BE THE CHANGE YOU WISH TO
SEE IN THE WORLD."



"LIVE LIGHT, LAUGH OFTEN,
LIFT OTHERS."



"STAY CURIOUS, KEEP GROWING."



"EVERYTHING HAPPENS
FOR A REASON."

Motto: