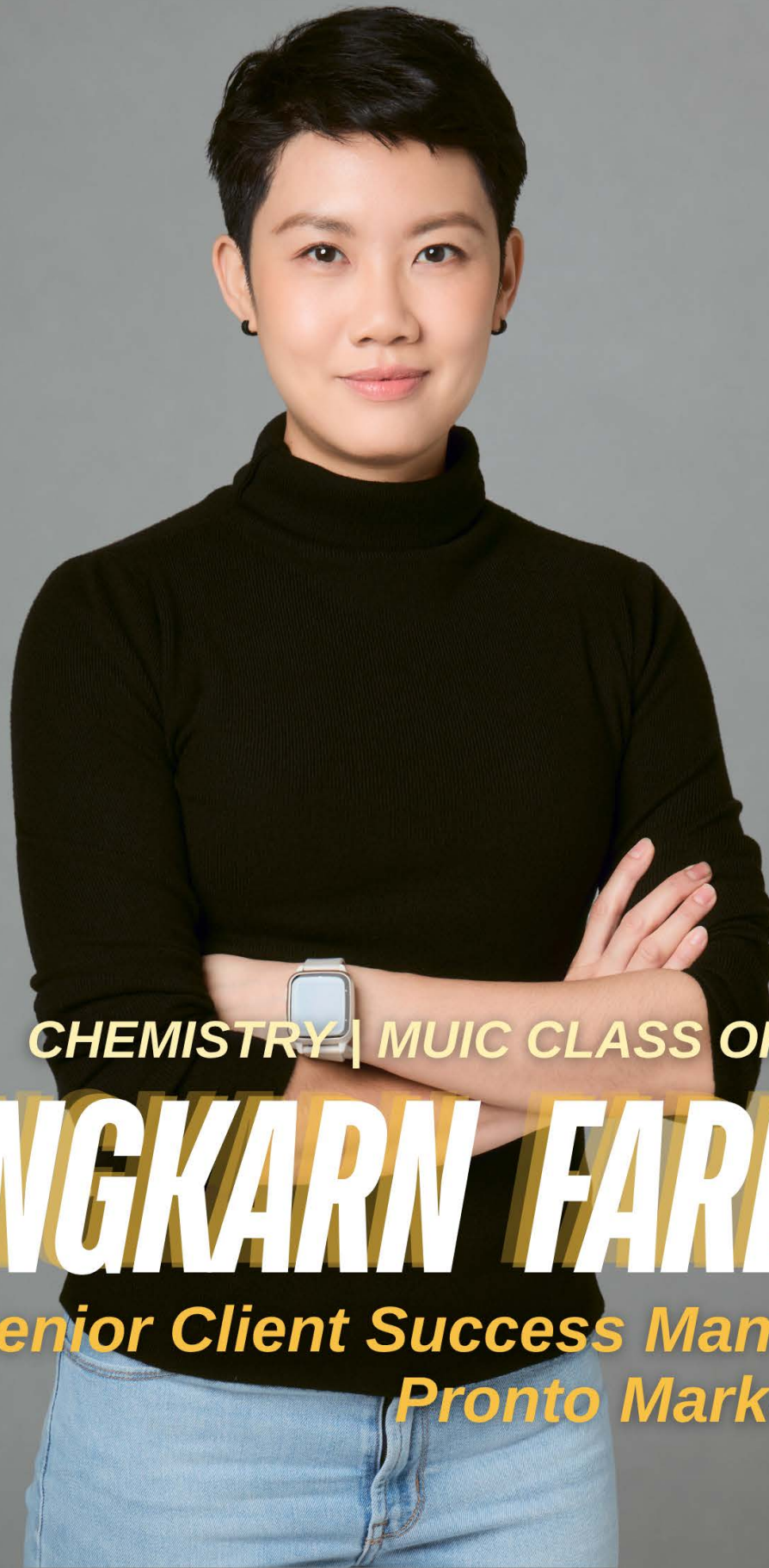


FROM LAB TESTS TO SIDE QUESTS: TRUSTING THE UNPREDICTABLE PATH



CHEMISTRY | MUIC CLASS OF 2008

RUNGKARN FARLEY

*Senior Client Success Manager,
Pronto Marketing*

A LITTLE ABOUT RUNGKARN

It's been quite a ride. Since graduating, I have been fortunate to have opportunities to work across different industries—from sports apparel and journalism, to construction and environmental research – before settling into digital marketing, where I have spent the last decade. Along the way, I took on a few side quests as a freelance writer, book translator, and a human bubble ball soccer referee.

Every role has had its share of triumphs and disasters. But all have been character-building. Turns out that refereeing grown-ups colliding inside giant plastic balls can teach you a thing or two about conflict resolution.



Rungkarn

Senior Client Success Manager,
Pronto Marketing

WHAT MADE YOU CHOOSE CHEMISTRY AS YOUR MAJOR AT MUIC, AND WHAT WAS YOUR EXPERIENCE LIKE STUDYING IT?

My interest in chemistry began when my high school teacher, Mr. Prescott, conducted a demonstration that created mini shock waves that broke all the classroom windows. Fortunately, nobody was harmed. But as a 16-year-old, seeing that kind of controlled chaos was awe-inspiring (and entertaining). I wanted to understand how the physical world worked at that level, which led me to the Chemistry program at MUIC.

I still recall my admissions interview with Dr. Pakorn Bovornsombat around 2004. He was kind and smiley, but was also a tough cookie. He inspired us to be both disciplined and fun. That juxtaposition defined my college years. We had wild times but always remained responsible, somewhat chaotic but still under control.

YOU STUDIED CHEMISTRY AT MUIC, WHILE YOUR CAREER HAS TAKEN YOU IN A DIFFERENT DIRECTION. WHAT LED YOU TO PURSUE THE CAREER PATH YOU HAVE TODAY?

I've never had a rigid career roadmap. I think it's better to focus on making sensible decisions at each intersection and adapt to the terrain in front of me. Ten years ago, that approach brought me to Pronto Marketing, starting out as a project manager coordinating website builds. Over time, that role naturally evolved into account management, marketing strategy, and client relations. If you asked me 10 years ago, I never would have guessed this is where I'd end up.

Having a plan sounds good in theory, but reality rarely cooperates. Navigating each turn with curiosity and calm has proven to be more useful for me than trying to force an outcome.



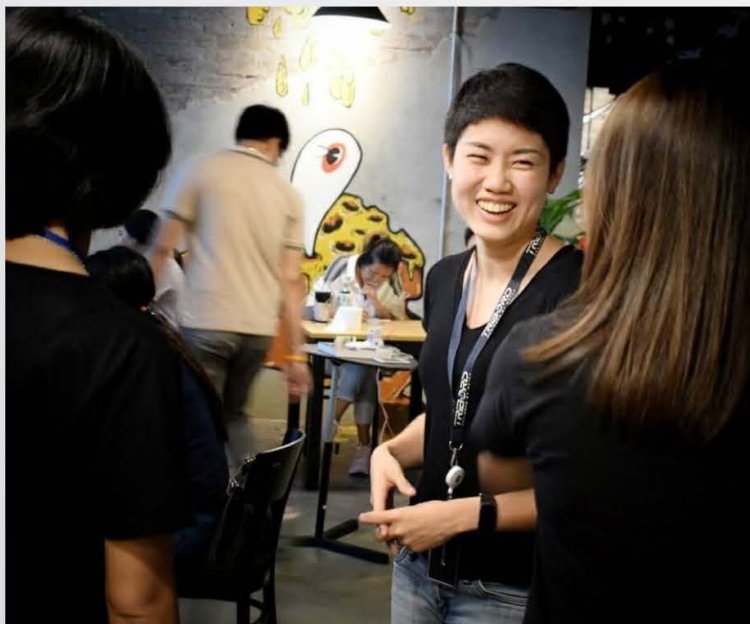
YOU'VE TAKEN ON DIFFERENT ROLES ACROSS A RANGE OF INDUSTRIES THROUGHOUT YOUR CAREER. WHAT HAVE THESE EXPERIENCES TAUGHT YOU ABOUT ADAPTING TO NEW CHALLENGES AND OPPORTUNITIES?

Switching industries (or roles) forces you to accept discomfort: the discomfort of knowing nothing on day one and dealing with all the obstacles along the way. You have to drop any illusion of having all the answers. You learn to ask better questions, listen more intently, and adapt to entirely different cultures. The unfamiliar and the urge to adapt would help you build empathy and resilience.

WHAT DOES YOUR ROLE IN CLIENT SUCCESS AT PRONTO MARKETING INVOLVE, AND WHAT DO YOU ENJOY MOST ABOUT WHAT YOU DO?

At its core, Client Success comes down to active listening and practical problem solving. My job is to understand what a business actually needs, rather than what they think they need on paper. And then coordinate our marketing resources so clients see steady, sustainable growth.

What I enjoy most is the variety of people I meet. Pronto Marketing has more than 1,000 clients, and I might talk to a cybersecurity provider in the United States in the morning and a tour company in Africa the same afternoon. Getting a look under the hood of how different people build and run their businesses keeps the work interesting.



***FROM YOUR EXPERIENCE
IN ONLINE MARKETING,
WHAT CHANGES IN
CONSUMER BEHAVIOR OR
DIGITAL MARKETING
STRATEGIES DO YOU THINK
BUSINESSES NEED TO PAY
ATTENTION TO TODAY?***

The digital marketing landscape moves fast, and right now business owners feel pressured to chase every shiny AI fad or viral trend. That often leads to disjointed campaigns and burnt-out teams.

The companies that grow reliably and consistently are the ones that know their core value and anchor themselves to it. Customers still buy based on clarity, credibility, and trust more than anything else. Sometimes the smartest move in a hyper-fast market is counterintuitive: slow down, really think about what actually converts, and eliminate everything else, which is usually just noise.



AS YOU'VE GAINED MORE EXPERIENCE THROUGHOUT YOUR CAREER, HOW HAS YOUR PERSPECTIVE ON WORK AND WHAT MATTERS TO YOU CHANGED?

Early on, it is easy to assume that professional success means pleasing everyone in the room and never dropping a ball. Over time, you learn that you can only control your own effort, your honesty, and how you treat the people around you. Everything else is outside of your control.

You learn to pick your battles wisely, protect your health, and accept that a good life does not require winning a Nobel Prize or building something truly innovative. Doing honest, reliable work while preserving your sanity outside the office is an achievement in itself.



LOOKING BACK, WHAT IS SOMETHING YOU LEARNED AT MUIC, INSIDE OR OUTSIDE THE CLASSROOM, THAT HAS STAYED WITH YOU THROUGHOUT YOUR CAREER?

A disciplined, logical approach to problem solving. Chemistry trains you to isolate variables, look at data objectively, and test your hypothesis ruthlessly. In marketing and client management, where panic and assumptions can easily derail a project, being able to look at the bare facts (within reason) is a big advantage.

WHAT ADVICE WOULD YOU LIKE TO SHARE WITH CURRENT MUIC STUDENTS OR RECENT GRADUATES WHO ARE STILL EXPLORING THEIR CAREER PATHS?

Do not panic if your first job does not match your degree, or if you do not have your entire life mapped out at graduation. Treat your twenties like a series of low-stakes experiments. Learn how to communicate clearly, stay curious about industries you know nothing about, and build the habit of working well with others.

Most importantly, avoid comparing your starting line to someone else's midpoint. Real career paths are winding, and the unexpected detours usually teach you the skills you end up relying on the most.



MOTTO:

“THE GOOD LIFE IS
ONLY ACHIEVED
through
CONSTANT
READJUSTMENT.”

The Art of the Good Life
by Rolf Dobelli



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