

Centara Appoints Dynamic Corporate Director of Public Relations



Centara Hotels & Resorts, Thailand's leading hotel operator, announced the appointment of Yupapone Vorapongsukonth as Corporate PR Director, effective 11th June.

"Centara is entering a significant phase of growth in which it will double its revenues over the next five years. Brand and PR communications will go hand in hand to reinforce our position as a prominent hospitality name both within Thailand and internationally" said Centara's CEO, Thirayuth Chirathivat. "Yupapone is a proven leader with extensive communication skills, branding vision and great understanding of the digital media landscape. Her expertise will help us drive increased brand awareness and raise the profile of Centara Hotels & Resorts globally. We are excited about her important contribution to the company." added Mr. Chirativat.

Prior to joining Centara, Ms. Yupapone held a management role at Hill and Knowlton Strategies where she spearheaded communication strategies for multinational corporates such as Microsoft, Nestlé, L'Oréal and Grab, to name a few. She also led the successful rebranding project of Ngern Tid Lor, a subsidiary of Bank of Ayudhya. Her previous experience includes positions with DTAC, the British Council and Bangkok Bank. She is currently an active member of the Industry Advisory Board at Stamford International University in Bangkok.

Ms. Yupapone was the only Thai student awarded Rotary International's Ambassadorial Scholarship in 2009 to complete her Master's degree in International Studies at the University of South Carolina in the USA. She graduated with honours from Chulalongkorn University.

"Centara is one of the most trusted brands in the hotel industry and a Thai icon. I feel privileged to have been charged with such an important role in the company's development. In this era of digital disruption, communications and PR have vastly changed. Communicating purpose, emphasising the mission through creative storytelling and the use of both traditional and new media will be at heart of the brand strategy. I am thrilled to bring fresh energy and expertise to the organization, to help Centara increase international brand awareness and to remain at the forefront of the industry," Ms. Yupapone said.