

Scott Coates

Millennium Residence, 116/20 (124), 12th Flr, Tower D, Sukhumvit 20, Bangkok, Thailand, 10110
Phone: +66-61-886-5923 • E-Mail: scottmcoates@gmail.com
Languages: English (native), Thai (conversational)
Nationality: Canadian



Profile

A highly-focused and personable executive with strong project/team management skills, a keen ability to conceive and take a product to market, direct marketing and PR initiatives, while keeping a close eye on the financial bottom-line. 14 years experience growing a business in SE Asia coupled with strong negotiation skills, an ability to develop valuable strategic partnerships, nurture multicultural relationships, and produce concise materials and reports.

Experience

Malaysia Canada Business Council/Executive Director, Kuala Lumpur **March 2014 – July 2015**

Head of organization, liaising with membership, government bodies, ensuring healthy growth and presence.

- Grew membership by 40% and fostered relations with current members
- Liaised with the Canadian High Commission in Malaysia and other regional government bodies
- Prepared annual budgets and monitored monthly P&L
- Partook in monthly Board of Governor meetings
- Managed day-to-day operations and office team
- Developed 15 new annual events and business avenues to further expand organization

Smiling Albino, Director/Co-Founder, Bangkok **Sept 1999 – March 2013**

Co-founded a highly customized, high-end tour company, offering travel experiences in SE Asia and Nepal.

- Grew annual sales year-on-year from US\$30,000 to US\$1million and beyond
- Managed financial performance, reporting quarterly to a Board of Directors
- Sourced, fostered and maintained an international network of suppliers in six Asian countries
- Designed more than 100 original trips for guests and public relations initiatives
- Personally led hundreds of guests on tours in Thailand, Cambodia, Vietnam and Nepal
- Sourced and trained in-office and field staff, growing our team from 2 to 80 persons
- Created training programs, manuals, and KPI schedules for employees
- Formed and nurtured business partnerships with tour companies in North America, Europe and Asia
- Conceived marketing plans, wrote press releases, and personally delivered them around the world
- Generated media coverage in leading international magazines, appearing on television and radio shows
- Designed and administered seven Corporate Social Responsibility (CSR) initiatives in three Asian countries
- Developed company website materials, maintained social media: blog, podcast, travel videos, photo galleries
- Regularly called upon to host A-list celebrities and global business leaders

ASCENT Management Training and Consulting, Bangkok **2004 - 2011**

Consulted as a Team Building Facilitator, leading experiences for global companies.

- Worked with firms such as Johnson & Johnson, Unilever, HSBC, BP and AstraZeneca
- Facilitated programs for groups of 5-500 participants, ranging from 3-hours to 3-days in length
- Coached corporate teams in outdoor and boardroom, team building exercises

Guest Lecturer/Speaker/Emcee, Canada/Thailand

2004 - 2013

Lectured at universities in Canada and Thailand, guest speaker at business functions, and emcee at corporate events.

- Guest Lecturer at various universities presenting: “How to get a tourism business off the ground”, “Creating innovative tourism products and remaining ahead of the curve”, “Guerilla marketing skills to grow your business”, “Innovation in Thai tourism”, and “Building a business while building communities”

Education/Training

CTI, Singapore

May 2014

Co-Active Coaching Fundamentals

East-West Center at the University of Hawaii, Honolulu, USA

Aug 2011 - May 2012

Fellow, Asia Pacific Leadership Program

Mount Royal University, Calgary, Canada

Sept 1995 - May 1999

Bachelor of Applied Communications (Journalism)

Southern Alberta Institute of Technology, Calgary, Canada

Sept 1991 - May 1993

Diploma, Cinema Television Stage and Radio Arts (Radio)

Awards/Achievements

Awarded Fellowship by the US Government to attend the *Asia Pacific Leadership Program* (Honolulu, USA), 2011-12

Received the *2004 Provincial Award Celebrating Excellence*, from the Alberta Association of Colleges and Technical Institutes, awarded bi-annually to an Albertan who has used their post-secondary education to grow a career while benefitting the global community. Financial award used to establish the *Scott Coates – Smiling Albino Scholarship*, 2004

Conceived, developed and managed seven Community Development Projects in Thailand, Cambodia and Nepal, 2000-13

Authored articles for international magazines, newspapers, websites and guidebooks, 1999-2015

Cycled from Lhasa, Tibet to Mount Everest Base Camp and onwards to Kathmandu, Nepal, 2008

Interests/Memberships

Co-Host, www.TalkTravelAsia.com (travel podcast), 2014-present

Board Member & Advisor to the Thai Canadian Chamber of Commerce, 2012-13

Founder, Bangkok chapter of PechaKucha, creative presentation organization, 2012-13

Writing, photography, global affairs, mountain biking, hiking, motorcycling, golf, tennis, jogging and travel

References

Upon Request