

# RAWIT HANUTSAHA

LONDON  
SPEAKER  
BUREAU

- Chief Executive Officer of Srichand United Dispensary, One of Thailand's Leading Cosmetic Brands
- Third-Generation Who Transformed and Modernised the Family Business's Brand



## Topics

- Asia
- Business
- FamilyBusiness
- Leadership
- Marketing

Rawit Hanutsaha is currently the Chief Executive Officer (CEO) of Srichand United Dispensary and the founder of Mission To The Moon Media. He is also an Independent Director of PTT Oil and Retail Business Public Company Limited and an Advisory Director of Rabbit Digital Group.

He graduated with a bachelor's degree in Electrical Engineering from Chulalongkorn University and a Master of Business Administration (MBA) from Vanderbilt University. After graduating, he returned to work in the financial industry for several years, working with banks like HSBC and Citibank.

Rawit's life reached a turning point when he had to come back to take care of his family business, Srichand United Dispensary Co., Ltd, which at that time was an old-fashioned organization that didn't have a single computer. He has modified the organization, which has been established in 1948, to be more modern and rebranded Srichand fragrant powder from old cosmetics to become a cosmetic brand that fits in with the era while still maintaining a unique Thai identity. The rebranding made Srichand well-known, generated multiple sales, and expanded distribution channels in Thailand and abroad.

From his experience, Rawit has passed on his inspiration by giving special lectures to various organizations. He is also the founder of Mission To The Moon, an online media company that creates and shares business knowledge, marketing, work, inspiration, and self-improvement.

Mission To The Moon podcast was ranked 1 of the 5 most-listened-to podcasts on Apple Podcasts in Thailand. It was also named a finalist for Best Entertainment on Social Media Podcast at the Zocial Awards 2021, a first runner-up for Best Publisher Influencer at the Thailand Influencer Awards 2021, a winner for Best Entertainment Performance on Social Media Podcast at the Zocial Awards 2022, and a winner of the CTC Creative Business Awards 2023.

As the founder of Mission To The Moon, Rawit received the Sauciest Founder Award from Techsauce in 2022, and he was recently selected as a Finalist for Best Public Figure Creator at the Thailand Influencer Awards in 2023.

Rawit has been through a variety of work experiences. He has conveyed these lessons and inspiration through his books such as Marketing Everything, Super Productive, Unstructured, and Defining Moment, hoping the story from his pen will be helpful for others both in business and in life.

