



Go Further



### **Yukontorn 'Vickie' Wisadkosin President, Ford ASEAN**

Yukontorn 'Vickie' Wisadkosin was appointed president, Ford ASEAN, in October 2017 and reports directly to Peter Fleet, Ford group vice president, and president, Asia Pacific. She is based in Bangkok, and responsible for managing and growing Ford's integrated operations across the ASEAN region, as well as Korea, and the company's Asia Pacific Emerging Markets (APEM) unit.

Prior to this, Yukontorn served as director, Marketing and Sales, Ford ASEAN, since October 2016. In this role, Yukontorn had responsibility for all integrated marketing and sales efforts for Thailand, Vietnam and the Philippines, while concurrently retaining responsibilities as managing director, Ford Thailand, a position she has held since February 2013.

During her tenure, Yukontorn has helped drive the growth of the Ford brand in Thailand, as Ford's market share has grown from 3.8 percent in 2013 to 5.3 percent in 2016, and stands at 6.4 percent through August this year, as well as the continued success of Ford's leading nameplates in the ASEAN region.

Yukontorn joined Ford in September 2012 as vice president, Marketing, Sales and Service.

Prior to joining Ford, she served in management roles of increasing responsibility at multinational companies both in Thailand and on international assignments. This included the Minor Food Group's *The Pizza Company* as avp-Global Brand Marketing, and with General Motors as managing director, GM Malaysia, as well as positions in the Sales and Dealer Network Development teams based in Illinois, USA.

Yukontorn began her tenure at General Motors in Thailand, serving as marketing director at GM Thailand from 2000-2004, where she helped build the Chevrolet brand in the market through a series of new vehicle launches.

Yukontorn began her career at Lintas (Thailand) Advertising, serving as an Account Manager from 1995-1999.

She earned her Bachelor's degree in English Language Communications from the University of the Thai Chamber of Commerce and her Master's degree in Marketing Communications from Michigan State University.

###