



Atchara Juicharern, Ph.D.

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Atchara Juicharern, Ph.D., MCC

Leadership Strategist | Executive Coach | Founder & CEO, AcComm Group

Dr. Atchara Juicharern (Cara) is an internationally recognized leadership strategist and ICF Master Certified Coach (MCC) whose work advances the integration of coaching, organizational transformation, and regenerative leadership across Asia.

She was **honored as #1 Coach** in Asia through Dr. Marshall Goldsmith's Thinkers50 Coaching & Mentoring Award initiative and is the only Thai recognized among the **Top 50 Global Coaches** by Thinkers50 and Coaching.com. Most recently, she received the Global Impact Award from the ICF Bangkok Chapter, recognizing her contribution to **advancing coaching and leadership impact in the region.**

Her work bridges academic rigor and applied leadership practice, positioning coaching not as a standalone intervention, but as a systemic leadership capability embedded in organizational culture.

Her best-selling Thai-language book, *Leader as Coach*, was the first in Thailand to formally introduce simplified coaching conversations for leaders and features a foreword by Dr. Marshall Goldsmith. The program derived from this work became the first in Thailand to receive Continuing Coach Education (CCE) accreditation from the International Coach Federation.

Professional Practice & Organizational Impact

For more than two decades, Atchara has partnered with Fortune 500 corporations, financial institutions, state-owned enterprises, and entrepreneurial firms across Thailand and Asia. Her executive coaching engagements focus on leadership transition, identity evolution, stakeholder alignment, and strategic decision-making in complex environments. **She works with boards, C-suite leaders, and high-potential executives navigating rapid change in highly regulated and transformation-driven sectors.**

Through AcComm Group, she **designs evidence-informed leadership systems** that combine:

- Practice-led experiential learning
- Observable behavioral indicators
- Coaching competency integration
- Real-time business application
- Measurement frameworks aligned with performance outcomes

Her work is recognized for translating theory into sustained behavioral change and measurable cultural shifts.

Corporate Leadership Foundation

Before founding AcComm Group, Atchara spent 15 years in international aviation leadership roles and was recognized as **Best Manager of the Year for her cross-regional leadership impact**. She later served as General Manager of Extended DISC (Thailand), leading strategic growth and organizational assessment initiatives.

This dual grounding in corporate leadership and behavioral science informs her pragmatic yet research-aligned methodology.

Academic & Executive Engagement

- Ph.D. in Management Development (International Program), National Institute of Development Administration (NIDA)
- M.A., NIDA (Outstanding Academic Record)
- B.Ed., Chulalongkorn University
- Distinguished Alumni Award, NIDA
- Executive Education: *Leading Professional Service Firms*, Harvard Business School, *Neuroscience of Leadership*, MIT, *Leading Organizations in Disruptive Times*, INSEAD and *Leading Agile Organizations*, Columbia Business School.

She previously lectured at leading universities in Thailand and continues to be invited to contribute to international leadership, HR, and coaching forums as a keynote speaker, panelist, and thought leader.

Thought Leadership Positioning

Atchara’s work situates coaching at the intersection of:

- Leadership identity formation
- Systemic culture transformation
- Neuroscience-informed behavioral change
- Sustainable performance in emerging markets

Her ongoing research and writing seek to elevate leadership & coaching from a developmental technique to a strategic architecture for organizational regeneration.

Some of her clients include Allianz Ayudhaya, AB Food & Beverages, Bangkok Airways, Banpu Pcl., Cisco System (Thailand) Ltd., Central Group, Kasikornbank, KBTG, Krungthai Card Plc (KTC), The Hongkong and Shanghai Banking Corporation (HSBC), LSG Sky Chefs, Mitr Phol Sugar Corp.Ltd., PTT Plc, PepsiCo Inc., Siam Commercial Bank (SCB), SCG, SCG-Dow Group, The Stock Exchange of Thailand (SET), The Mall Group, United Overseas Bank (Thai) Plc (UOB), etc.

For more information, please visit www.aclc-asia.com
