



**Ms. Jirawan Kanchananant**

**อาจารย์จิรวรรณ กาญจนานันท์**

**Director of Digital Learning & Learning Ecosystem Facilitator  
and Coach**

**Tel. (66) 2197 4588-9**

Jirawan Kanchananant, PCC | Facilitator | Executive Coach | Director, AcComm Group

Jirawan is an ICF Associate Certified Coach (ACC) and a certified facilitator of AcComm Group’s globally recognized leadership and coaching programs. She brings deep passion and extensive experience as a professional facilitator, presenter, and communication strategist.

Known for her warm presence and highly engaging delivery style, Jirawan creates learning environments that are both psychologically safe and performance-driven. Her ability to connect authentically with participants — from frontline employees to senior management — has made her a trusted facilitator across diverse industries.

Before joining AcComm Group, Jirawan built a strong foundation in media and strategic communication. She held key roles in hosting, producing, and content design with leading organizations including Media Plus PLC, International Broadcasting PLC, True Academy Fantasia, JSL Global Media, and Polyplus Entertainment. This background sharpened her expertise in impactful communication design, audience engagement, and strategic message delivery — strengths she now integrates into leadership and coaching programs.

Jirawan has led and participated in a wide range of coaching, mentoring, communication, and customer experience initiatives for Thailand’s leading organizations. Her international academic and professional exposure enhances her effectiveness in navigating cross-cultural and cross-generational dynamics. She balances structured methodology with cultural intelligence and emotional sensitivity, ensuring meaningful learning transfer and sustainable behavior change.

She holds a Bachelor’s degree in Journalism and Mass Communication from Thammasat University and a Master’s degree in Communication Arts from Chulalongkorn University. She also earned a Certificate in English from the University of Cambridge.

Her areas of expertise include: Coaching & Mentoring, Leadership Development and Leadership Communication, Critical Thinking, Customer Experience & Service Excellence, Supervisory and Management Skills, Mission Possible™ (Time & Productivity Management), Presentation and Influence Skills, Cross-Cultural Communication, Creating Team Synergy etc..

Jirawan has supported leaders and managers in developing self-awareness and translating behavioral insight into practical, sustainable change. Her clients include leading organizations such as KTB, SCB, HSBC, Siam Kubota Leasing, ThaiBev, Greenspot, AB Food, Tipco, F&N, Häfele, Daikin, ISUZU, Toyota, Frasers Property, Central Group, Siam Piwat, Valeo, Origin, Supalai, LPN, etc..