NXT | CONSULTING GROUP

Company credentials 2026

Strategy is clarity.

Our belief

Who we are

What we do and where we’re going

The foundation of NXT that shapes every decision and everything we deliver to clients.

Mission

01

We help leaders make strategic decisions they can repeat, by reducing complex problems to clear evidence, reasoning and options.

Vision

02

To be the advisor leaders across ASEAN turn to when facing hard decisions with no off-the-shelf answer, because they know our answers are direct, concise and proven.

Promise

03

Every conclusion comes with steps the client can act on, and our work is done when the client’s team can carry it forward on its own.

Our people

Our leadership team

Our leadership team has worked at international consulting firms and in senior operating roles.



Managing Partner

Piyamin Trithipcharoenchai

Strategy · Research · Innovation

Co-founder of NXT. Previously founded and led the consulting unit of Jenosize Digital Group, and earlier was an analyst at Sasin Management Consulting (SMC), the research and consulting centre of the Sasin Graduate Institute of Business Administration of Chulalongkorn University; 40+ consulting projects for SET50 and public-sector clients in earlier roles.



Principal

Kit Kittirattana

Strategy · Operations · Supply chain

Currently COO at P Landscape Co., Ltd. Former consultant at McKinsey and PwC, former Director of Operations at foodpanda and COO at Freshket. At NXT he adds specialist perspective on operations, supply chain and process improvement.



Principal

Garuna Yooyartwong

Growth & New S-Curve · Leadership · Ops excellence

Currently Founder-in-Residence at Betagro Ventures. Former consultant at Deloitte, Arthur D. Little and PwC South East Asia, and Head of Corporate Strategy at foodpanda. At NXT she adds specialist perspective on growth strategy and new-venture building.

Our people

Our consulting team

Our consultants work on public- and private-sector engagements.



Engagement Manager

Kanokphan Sittiwanchai

Master’s in Economics, The University of Manchester; B.A. in Economics with honours, Chulalongkorn University; ISO/IEC 27001 Internal Auditor

Previously Senior Consultant, Jenosize Digital Group



Consultant

Nunpaphat Cheewaprapharat

B.Econ. with first-class honours, Chulalongkorn University

Previously Associate Consultant, Bolliger & Company (Thailand)



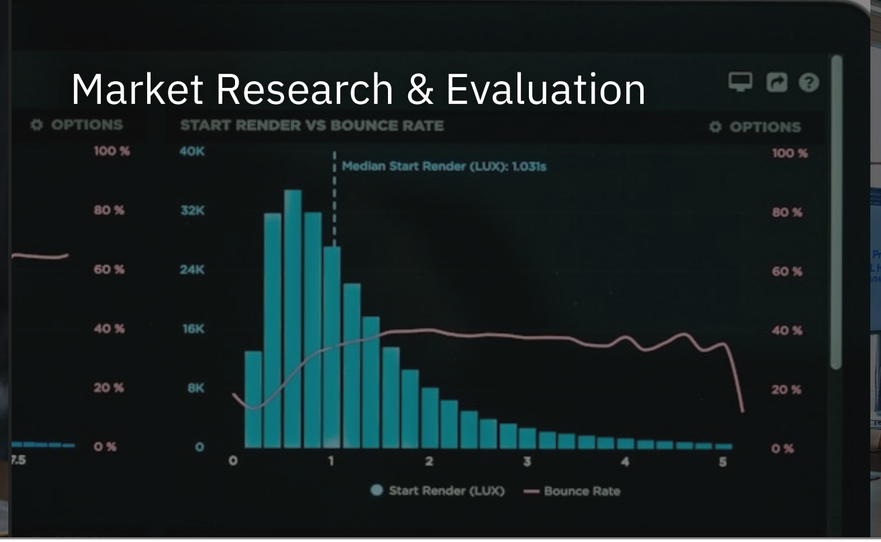
Consultant

Supawit Tipkanjanarat

Bachelor’s in Marketing, Chulalongkorn University; certified in Digital Marketing Analytics & Optimization

Previously Senior Analyst, Vitamins Consulting & Research, and Consultant, Jenosize Digital Group







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Service lines

Our services

Use one service or connect them: research grounds the strategy, the strategy is carried into the work, and the results are measured.

01 Understand the market

Market Research & Evaluation

Research built around the decision you face, and impact evaluation, including SROI

02 Choose the strategy

Strategy & Growth

Growth direction, new S-curves and a strategic plan with indicators. Fractional CSO/COO available

Customer & Loyalty Strategy

Which customers make you money, who is leaving, and a membership programme you can measure

Digital, AI & Data Strategy

AI and data readiness, use cases ranked by value, an AI usage policy and a 1–3 year roadmap

03 Deliver and measure

Operations Excellence

Processes, SOPs and tracking, so the work doesn’t depend on any one person

Organization Transformation

OKRs and KPIs cascaded to units and roles, with evaluation systems and structure

EVALUATE IMPACT · SROI

Why NXT

What clients get from working with us

GLOBAL-GRADE WORK

Methods built on international standards

- International SROI guide
- Statistical sampling
- Principal expert when needed

FAIR PRICE

Scope and fee agreed before we start

1 Scope → 2 Fee → 3 Start

No hourly billing: a small team with low fixed costs

FLEXIBLE & EMBEDDED

We stay until your team can run it



4–8 weeks — **Several months, inside your team**

REGISTRATIONS & PARTNERSHIP

JUMP+

Registered JUMP+ advisor
A Stock Exchange of Thailand programme

Ministry of Finance

Registered consultant
Research and evaluation

OpenAI Select Partner

OpenAI Partner Network
Select Partner since October 2026

How we work with clients

We can join at any stage of the business, from setting direction to transforming the organization, and we finish once the client's team can carry the work forward.

Engagement formats

Advisory Sprint

4–8 weeks

Best for
A specific question, or research / advisory work

What you get
A decision-ready recommendation, or a deep research report

Basis: Fixed fee

Strategy Project

2–10 months

Best for
A clear strategic problem, sized and scoped to the work

What you get
A strategy and roadmap your team can actually use

Basis: Phased

Full-Suite

6–18 months

Best for
Whole-organization change, from strategy to execution

What you get
Delivered outcomes, and a team that runs it alone

Basis: Phased or retainer

How an engagement runs

01
Diagnostic
As-is mapping, data discovery, stakeholder interviews

02
Strategy Design
Target model, options, decision criteria

03
Pilot & Validate
Small pilots where the problem calls for them, measure, refine the design

04
Scale
Rollout, SOPs, training

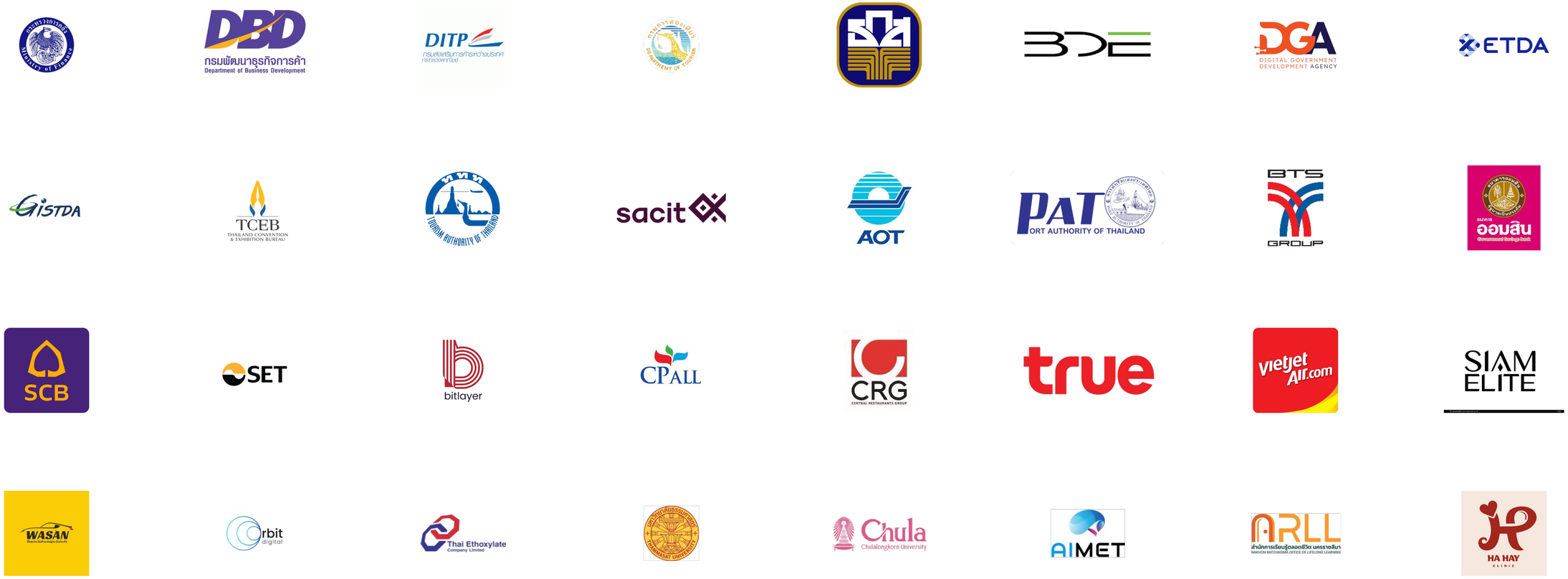
05
Handover
Capability transfer, KPI monitoring, exit plan

Timeline: scoped per engagement · Team: works as one team with the client's team · Exit: defined upfront

Selected past experience

Organizations our team has worked with

Selected organizations from the project experience of NXT’s team members.



Note: experience shown reflects both the firm’s team members and the firm’s direct engagements.

Case study 01

Feasibility study for a new business

Client Siam Elite Inter Co., Ltd.

Objective

Assess business viability and conduct market research for a Luxury Safari Lodge concept in Thailand.

Scope of work

- Analyzed global and domestic market trends
- Profiled target customers and competitors
- Recommended a business model suited to the Thai market

Luxury Safari Lodge

Market entry

Case study 02

Customer research and product strategy

Client Faculties of Engineering & Medicine, Chulalongkorn University

Objective

Define the direction and development plan for a new product, grounded in real market demand.

Scope of work

- Surveyed and analyzed market demand and commercial viability
- Mapped target users’ behavior, needs and expectations
- Designed the product strategy

New Product

Go-to-market

Case study 03

Organization and operations transformation

Client Private enterprise client (undisclosed)

Objective

Set strategic goals and design a management system that supports growth while reducing reliance on key individuals.

Scope of work

- Reviewed and restructured the organization, defining decision rights
- Built standard HR systems: JDs, KPIs and goal-linked evaluation
- Improved operations, finance and sales processes to be measurable

Scalable

Operating model

Our consultants’ experience

Selected projects by NXT’s team members, including work done before joining NXT, across strategy, market research, and data and digital work.

Consultant experience

Experience: strategy and business design

CRG	CRM strategy and loyalty program design	2024
CP ALL	Counter Service: product strategy for a new S-curve	2024
GISTDA	GI product strategy and development plan (GISTDA)	2022
GISTDA	Cost-structure analysis and pricing strategy (GISTDA)	2022
DITP	Qualification criteria for the T Mark SMEs and T Mark BCG labels	2022
ETDA	Business-model process to certify service expansion (ETDA)	2022

Projects our consultants delivered or worked on, including before joining NXT. Client names and logos belong to their owners and do not mean NXT was the contracted firm.

Consultant experience

Experience: market research and evaluation

DGA	User satisfaction and needs survey, DGA (5,000+ samples)	2023
AOT	Airport service-quality survey, AOT (ASQ Survey)	2024
AOT	Service-point performance survey and assessment (Touch Point)	2024
BTS GROUP	Interest survey for the EV-Bike electric motorcycle program	2023
BTS GROUP	BTS ridership behavior survey (800 samples)	2022
Thai Ethoxylate Company Limited	B2B customer satisfaction survey, Thai Ethoxylate (PTT GC)	2023

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Consultant experience

Experience: data, digital and operations

CP ALL	Big-data analysis for the ALL Online by 7-Eleven platform	2022
GISTDA	Business development for the Open GeoPlatform (GI Economy)	2023
sacit	5-year digital action plan, SACIT	2023
CP ALL	Action plan and playbook for the Smart Grocery Plus program	2022
	Strategic performance management system (PMS), TU Faculty of Law	2024

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