

Prepared by: Udornporn Phanjindawan - Personal Assistant to Paul Poole (Bangkok, 2022)

Founded in 2004 by veteran international marketing consultant Paul Poole, **PAUL POOLE (SOUTH EAST ASIA) CO., LTD.** is an independent marketing consultancy based in Bangkok, Thailand specialising in commercial sponsorship and partnership marketing, working with both rights holders and brands - acting as a catalyst by bringing them together and maximising the relationship.

We have packaged, sold and managed sponsorship and partnership opportunities for a wide range of rights holders and worked with many of the world's leading brands to source and engage the right sponsorships and partnerships for them to maximise.



**PAUL POOLE is an independent marketing consultant with over 30 year's experience of international brand marketing.**

Client side between 1988 and 2000 Paul held senior (through the line) marketing positions at Wrangler, Levi Strauss and Co, Polo Ralph Lauren and Diesel.

Agency side between 2000 and 2002 Paul held (Board) Director positions at PR21 (Edelman) and Cohn and Wolfe (WPP). With a creative development brief for clients including; Orange, Coca Cola, Cadbury Trebor Bassett and Guinness UDV.

Consultancy since 2002 Paul consults for a number of the worlds leading brands, agencies and cultural organisations. Focusing on three core markets, North America (based in New York), Europe (based in London) and South East Asia (based in Bangkok).

Paul is also a founding member of the 'Culturepreneur® Network' an initiative designed to improve the dialogue between the arts and business which was acquired by London based Cult.Brand in 2012.

## CAREER HISTORY

- **2022 - Pres.**  
Asia Sponsorship News Co., Ltd. - a subsidiary of Paul Poole (South East Asia) Co., Ltd.  
Director
- **2004 - Pres.**  
Paul Poole (South East Asia) Co., Ltd.  
Founder, Managing Director and Chairman
- **2015 - 2018**  
William Reed (Thailand) Co., Ltd.  
Director  
\*NB William Reed (Thailand) Co., Ltd. was a joint venture between Paul Poole (South East Asia) Co., Ltd. and William Reed Business Media Ltd. to operate Asia's 50 Best Restaurants, Bangkok 2016 and 2017 and related activity i.e. 50 Best Talks, 50 Best Explores etc.  
[www.theworlds50best.com](http://www.theworlds50best.com)
- **2004 - 2012**  
Paul Poole (Europe) Co., Ltd.  
Founder and Managing Director
- **2004 - 2012**  
Culturepreneur Network Ltd.  
Founding Member and Director  
\*NB Paul Poole ('PP(E)CL') sold his (its) share (50%) of the company, along with all intellectual property and registered trade marks, in 2012 to Cult.Brand  
[www.cultbrand.co.uk](http://www.cultbrand.co.uk)
- **2002 - 2004**  
Paul Poole Ltd.  
Founder and Managing Director
- **2001 - 2002**  
Cohn and Wolfe (UK) Ltd. (A WPP Company)  
Board Director (Creative Development)
- **2000 - 2001**  
PR21 (Europe) Ltd. (A Daniel J. Edelman Company)  
Board Director (Consumer Lifestyle)
- **1998 - 2000**  
Diesel (UK) Ltd.  
Marketing Comm. Director
- **1996 - 1998**  
Polo Ralph Lauren (Europe) Ltd.  
Polo Jeans Co. European Launch Co-ordinator
- **1994 - 1996**  
Levi Strauss (UK) Ltd.  
Brand Marketing Manager
- **1992 - 1994**  
Levi Strauss (UK) Ltd.  
Retail Marketing Co-ordinator
- **1990 - 1992**  
Wrangler (UK) Ltd.  
Marketing Assistant
- **1988 - 1990**  
Wrangler (UK) Ltd.  
Promotion Representative