



PROUD REAL ESTATE CO., LTD.
บริษัท พราวด์ เรียลเอสเทท จำกัด

Executive Biography

Ms. Proudpuh Liptapanlop
Chief Executive Officer
Proud Real Estate Co., Ltd.



Ms. Proudpuh Liptapanlop is an Oxford graduate and currently Chief Executive Officer of Proud Real Estate Co., Ltd., the real estate development arm of Prayoonwit Group, one of the largest and oldest civil construction companies in Thailand, with Mrs. Jaraspim Liptapanlopas, Founder, Owner and President of the group.

Proud Real Estate Co., Ltd. focuses on creating destinations and developing neighbourhoods through "visionary" real estate projects with presence across segments in hospitality, entertainment, residential and retail.

As the CEO, Proudpuh has managed a number of notable projects, including the luxurious 119-room InterContinental Hua Hin Resort (2009) which won Asia's Leading Luxury Coastal Resort Award organized by World Luxury Hotel Awards.

However, the great gets even better, as an additional elegant expansion of 40 rooms will be finished by the 3rd quarter of 2015 and the resort's number of rooms will have increased from 119 to 159. These 40 new rooms are now under construction within the BlúPort Hua Hin Resort Mall - a 5 billion baht shopping complex designed in collaboration with The Mall Group, covering 25 rai and due to open in Q1 2016.

Proudpuh is also working on the completion of the 15 billion baht high-end condominium Park 24 (Phase I to be completed in 2018), a neighbourhood of the Emporium Shopping Center situated on an extensive plot of 12 rai of land on Sukhumvit 24 in Bangkok. The design aims to bring an "Urban Forest" to its residents with huge garden plots and open spaces accounting for 80% of its total area.

Asia's First Water Jungle

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With the company's vision to support Hua Hin in becoming recognized as one of the world's must-see travel destinations, large investments aimed to develop international tourism continue. The 1 billion baht Vana Nava Hua Hin water park project has been specifically designed with a tropical jungle theme and is Asia's First Water Jungle. Vana Nava Hua Hin is positioning itself to become one of the leading leisure, lifestyle and family entertainment complexes in Asia. The water park spans over 20 rai and is due to open on 1st December 2014.

The project is split into three phases, with the innovative water park marked for the first phase. Future developments include a 300-room, family targeted hotel of the InterContinental Hotels Group (IHG) and lastly premium residences.

Proudpuh graduated from the University of Oxford in the UK with a BA (Hons) degree in Economics and Management in 2009 and completed an MSc in Management the following year at London Business School. Before assuming the position of CEO at Proud Real Estate Co., Ltd, and as the third generation to lead the Liptapanlop's family business, Proudpuh provided management consultancy services to business clients in Thailand and Southeast Asia at McKinsey & Company Inc. in Bangkok. During her two years as a Business Analyst, she specialized in strategy, marketing and sales - focusing on the retail and banking sectors.

Proud Real Estate is a visionary real estate developer that aspires to redefine "living" with unique inspiring projects that enrich society while celebrating the beauty of the local culture and heritage. All projects are iconic and designed to exceed expectations with supreme quality.
www.proudrealestate.co.th

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