



# ประวัติวิทยากร

## PROFILE



ดร.วสุพล ตริโสภาคกุล  
Dr. Wasupol Tresopakol



### His educational background

- Ph.D. – (Behavioral Science Research), Srinakharinwirot University
- MS (with Merit) – (International Business), The University of Birmingham, United Kingdom
- MA – (Communication Arts) Chulalongkorn University, Thailand
- BA – (Sociology and Anthropology), Thammasat University, Thailand



The Impression Training Co.,Ltd.  
TEL. 02-921-7921 / 085-5027921  
E-mail : [imp@impressionconsult.com](mailto:imp@impressionconsult.com)  
[www.impressionconsult.com](http://www.impressionconsult.com)

# ประวัติวิทยากร

## PROFILE



ดร.วสุพล ตรีโสภาคกุล

Dr. Wasupol Tresopakol

- ◆ Dr. Wasupol Eak has more than 10 years of experience in qualitative research. Before establishing UResearch and UStudio, he worked in leading market research agency which offers purely qualitative research and consultancy. Also, he experienced in one of the biggest telecommunication companies in Thailand.
- ◆ He has extensive experiences in moderation (such as focus group discussion, accompany shopping, mystery shopping, ethnography or in-depth interview). He is also responsible for exploring consumer insights and handling a research project along with the whole cycle of product innovation process from launching to post-launching stage by using various method from in-depth interviews to online observation.
- ◆ He has a wide knowledge on several categories and brands (both international and local brands). He has also a strong skill in qualitative research and in-depth analysis with a passion about coming up with breakthrough solutions.



The Impression Training Co.,Ltd.  
TEL. 02-921-7921 / 085-5027921  
E-mail : [imp@impressionconsult.com](mailto:imp@impressionconsult.com)  
[www.impressionconsult.com](http://www.impressionconsult.com)

# ประวัติวิทยากร

## PROFILE



ดร.วสุพล ตริโสภาคกุล

Dr. Wasupol Tresopakol

## CLIENTS



Leo Burnett



The Impression Training Co.,Ltd.  
TEL. 02-921-7921 / 085-5027921  
E-mail : [imp@impressionconsult.com](mailto:imp@impressionconsult.com)  
[www.impressionconsult.com](http://www.impressionconsult.com)