



**Segsarn TRAI-UKOS**

Chief Administrative Officer (CAO), Michelin East Asia and Australia  
Country Director, Thailand & Spokesperson of Michelin Guide Thailand  
Michelin Siam Co., Ltd.

Segsarn Trai-Ukos grew up in Switzerland, Germany and France, spending his 22 formative years in Europe. In 1983, he studied at the Lycée Charles-de-Gaulle in Baden-Baden, Germany. He earned a bachelor's degree in Accounting and a master's degree in International Law and Management from the Université de Nice-Sophia Antipolis, Nice, France. He also holds a master's degree in International Law from the Institut Libre d'Études des Relations Internationales (ILERI), Paris, France. In 1997, he pursued his study in business management and has an E-MBA degree from **SASIN**, Chulalongkorn University, Thailand, and holds IMD (Carrefour Master), Lausanne, Switzerland and **HEC** (Michelin Business Development), Paris, France.

Segsarn started his career since 1993 as Credit Insurance Manager at Export and Import (EXIM) Bank of Thailand. In 2001, he established Coface Thailand, the first private credit insurance service provider in Thailand, where he led operations as Country Manager until 2005. From 2005 to 2010, his career included a long list of management roles, including Head of Finance Department of Sidel, Zone Finance Director of Tetra Laval Group, and CFO of Carrefour Thailand. He has joined Michelin Siam Co., Ltd. since 2010 as Vice President of Public Affairs. Since **2011**, he became Country Director of Thailand until January **2018** when he started having served as Chief Administrative Officer (CAO) of MICHELIN South-East Asia, Australia and Japan-Korea.

Segsarn currently holds active positions in several non-profit organizations as President of **TATMA** (Thai Automotive Tyre Manufacturers Association), Member of the Executive Board of EU-ABC (EU-Asean Business Council), Vice President of **EABC** (European Association for Business and Commerce) in Thailand, Vice President of **FTCC** (Franco-Thai Chamber of Commerce), and Vice Chairman of **AF** (Alliance Française) in Thailand, and Board of Director of **TNSC** (Thai National Shippers' Council).

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