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CEO & C-LEVEL

Business Women Breakfast Talk

“Reinvention and Resilience:
The Courage to Let Go and Begin Again”

FRIDAY

NOV
28
2025

8.30 AM
-
11.30 AM

Sindhorn Kempinski
Room Sindhorn 4



Participation fee:

Member: 800 THB Non-Member: 1,200 THB

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“Reinvention and Resilience: The Courage to Let Go and Begin Again”

In a world where change never stops, the hardest part isn't doing new things - it's letting go of how we used to do them. Today, globalization, technology and shifting economic realities have made stability feel like a relic of the past. Careers that once promised security now demand continuous adaptation, curiosity and reinvention.

In this fireside conversation, Aga Giedroyc reflects on a career shaped by bold leaps every decade navigating markets across continents, leading through disruption and embracing the uncomfortable moments that fuel growth. She shares lessons in unlearning, identity shifts and how confronting uncertainty can expand our imagination and help us reinvent how we show up for ourselves, our teams and our organizations.

Because in a world that refuses to stand still, our greatest strength is the courage to evolve - again and again.

Fireside chat with

Speaker



Aga Giedroyc

Former CEO, Havas Thailand
~ in transition

Aga Giedroyc is a global marketing and business transformation leader with two decades of experience shaping brands and organisations across EMEA and APAC.

As CEO of Havas Thailand and EVP of Corporate Development for Southeast & North Asia, she led large-scale turnarounds, built high-performing teams across markets, and guided blue-chip clients through brand, digital and organisational transformation.

Known for blending strategic clarity with cultural fluency, Aga has partnered with leading brands across luxury, travel, retail and consumer goods unlocking growth through customer-centricity, innovation and meaningful creativity. Her career spans London, Singapore, Hong Kong and Bangkok, shaped by a series of bold transitions that fuel her perspective on resilience, reinvention and the human side of leadership.

Moderator



Laetitia Lim

Board Member of
La French Tech Bangkok

Laetitia is Board Member of La French Tech Bangkok and CEO of Quividi a French Tech company, global leader in computer vision software solutions for retail. She started her career at L'Oréal where she held several general management positions across Asia. She then co-founded Hyphen Group, a leading fintech present in 6 Asian countries and serving 10M+ consumers per month. She enjoys experience sharing and believes technologies are here to improve people's life. She is graduated from INSEAD and ESCP Europe business school.