



Sukhumvit Bangkok

## EXECUTIVE PROFILE



### **Jirapha Krataithong** **General Manager, Avani Sukhumvit Bangkok Hotel**

With nearly two decades of distinguished experience in the hospitality industry, Ms. Jirapha Krataithong, affectionately known as "Ji," is a dynamic leader known for her passion, strategic vision, and commitment to excellence. As the General Manager of Avani Sukhumvit Bangkok since February 2024, she has been instrumental in driving operational success, elevating guest experiences, and fostering market growth.

Her journey in hospitality began in the United Kingdom at Regency College Brighton, where she combined academic learning with hands-on experience at Craig-y-nos Castle, a prestigious wedding venue in Wales. This early exposure laid a strong foundation for her career, leading her to prominent managerial roles in Bangkok from 2009. She has held key executive positions at renowned properties, including Sofitel So Bangkok, W Bangkok Hotel, and W Koh Samui, showcasing her expertise and leadership in managing upscale and luxury hotels.

At Avani Sukhumvit Bangkok, she oversees 382 guestrooms, 9 meeting and event spaces, and 3 F&B outlets. Her strategic approach focuses on enhancing market share and profitability while ensuring exceptional service delivery and operational efficiency. Known for her meticulous attention to detail and ability to inspire high-performing teams, Ji fosters a culture of innovation, collaboration, and continuous improvement.

Academically accomplished, Ji holds a bachelor's degree in economics from Chiang Mai University and an MBA in General Management from Stamford International University, graduating with distinction. In her spare time, she is passionate about leadership development, enjoys engaging in thought-provoking discussions, listening to insightful podcasts, and staying active through gym workouts and strength training.

Ms. Krataithong's blend of strategic vision, professional dedication, and vibrant personality ensures that Avani Sukhumvit Bangkok consistently meets and exceeds the expectations of modern travelers, offering a chic, playful, and memorable experience.

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### About Avani Sukhumvit Bangkok Hotel

Located in Bangkok's On Nut district with direct access to BTS On Nut Station (Exit 3), [Avani Sukhumvit Bangkok](#) Hotel offers seamless connectivity to BITEC Bangna, True Digital Park, Thonglor, Cloud 11 and Suvarnabhumi Airport. The hotel features 382 contemporary guestrooms, each with oversized windows framing panoramic Bangkok skyline views, making it an ideal base for solo travellers, business and leisure guests.

The hotel also offers 1,492 square metres of flexible event space across nine meeting and function venues, including a pillarless ballroom, together with Greenhouse Restaurant & Terrace Bar, AvaniSpa, AvaniFit and an outdoor swimming pool. Certified under both the ASEAN MICE Venue Standards (AMVS) and Thailand MICE Venue Standard (TMVS), the hotel is recognised for delivering high-quality hospitality and exceptional event experiences.

### About Avani Hotels & Resorts

Designed for today's traveler, Avani Hotels & Resorts offers stylish rooms, connected social spaces and relaxed and on-the-go dining that is locally inspired. Balance is central to everything Avani does, providing guests with the right measure of service, fun and privacy. Launched in 2011, Avani's over 40 properties across five continents offer premium city hotels, tropical resorts and retreats in nature with a focus on smart design, upbeat service and good value.

Avani Hotels & Resorts is a [Minor Hotels](#) brand and recognises its guests through one unified loyalty programme, [Minor DISCOVERY](#), part of GHA DISCOVERY.

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### About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with over 640\* hotels, resorts and branded residences across 57 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

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\*Property count includes operating properties as well as committed developments through ownership, joint ventures, signed leases and management agreements.

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