

7 OCTOBER 2025 | HOTEL NIKKO BANGKOK | #DDSUMMIT



Panel Discussion

Data-Driven Leadership

Shifting from Intuition to Data: Nurturing a Data-Driven Decision Culture Across the Organisation



More Info



**THEE THEERACHAI
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Head of Data Analytics
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Head of AI & Data Platform
True Digital



**MONG MONGKHOL
NITAKHOT**

Director, Digital Technology
Supalai



**SONIA
SOONDEOK SONG**

Global Head of Quality Management
East West Seed

Moderator



How would you describe your organisation's current decision-making culture?



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QUESTION 1

Why is it important for organisations to shift from intuition-based to data-driven decision-making in today's business environment?



Q&A

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QUESTION 2

What role does leadership play in setting the tone for a data-driven culture, and how can leaders lead by example?



Q&A

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What's the biggest barrier to building a data-driven culture in your organisation?



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QUESTION 3

What are some common challenges organisations face when trying to embed data into everyday decision-making — and how can they overcome them?



Q&A

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Q&A

Submit your questions here!

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