

# Bupa Appoints New Sales Director



Bupa Thailand, the leading health care and insurance specialist, today announced the appointment of Kachen Kungsadannatee as its new Sales Director to lead the Company's sales activities, covering both corporate and individual sales.

Kachen joins Bupa from Tune Insurance where he recently held a position of Chief Operating Officer responsible for the entire operating functions. Prior to that, he was in senior management positions looking after Sales and Marketing at LMG Insurance and Samaggi Insurance companies, respectively. Kachen holds a degree in General Insurance Management.

On this new appointment, Ben Assanasen, Managing Director of Bupa Health Insurance (Thailand) Public Company Limited said "I am delighted to have Kachen join Bupa Thailand. As we continue to grow at a fast pace and deliver the finest products and services to provide a valuable customer experience, his wealth of experiences and strategic acumen will bring a positive boost to sales activities within organization as well as will help Bupa Thailand accelerate its growth momentum."

Commenting on his new role, Kachen said, "I am honoured to be a part of Bupa family. Bupa has a very strong business in Thailand, with clear aspirations to be a recognized leader in health insurance and healthcare. I look forward to contributing to the growth of Bupa Thailand and building on Bupa's solid relationships with its partners while offering leading health insurance products and services to both corporate and individual customers"