CONTACT

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EDUCATION

MSc Financial Economics
Kobe University, Japan · 2013–2015
Japanese Government (MEXT) Scholarship

MBA, Business Modeling & Analysis
Mahidol University International College, Thailand · 2008–2010

BBA, International Business
Mahasarakham University, Thailand · 2004–2008

EXPERTISE

Corporate finance · Capital markets · Market-entry advisory · Digital transformation · Public policy · Business networks

LANGUAGES

Lao (native) · English (fluent) · Thai (fluent)

SP

Updated 31 October 2026

Sounay Phothisane

FINANCIAL ECONOMIST · ENTREPRENEUR · PUBLIC LEADER

PROFILE

Lao business leader and financial economist with 13+ years building companies that help investors and SMEs start, grow and go digital in Laos. Founder and Managing Director of AQQOUNT and Emerging Digital Solutions. Management Board member of the LNCCI SME Service Center and Elected Representative of the Lao Front for National Development. Combines graduate training in financial economics from Japan and Thailand with hands-on leadership across Lao business associations.

13+	2	5	40+
years leading companies	companies founded	national & association roles	BNI chapter members led

PROFESSIONAL EXPERIENCE

Managing Director — **2013 – Present**
AQQOUNT Investment and Consulting · Vientiane
Founded a one-stop business setup firm for local and foreign investors: company registration, accounting and tax, legal support, staffing, office space and market-entry advisory.

Managing Director — **2015 – Present**
Emerging Digital Solutions (EDS) · Vientiane
Leads a digital transformation company delivering websites, platforms, hosting and back-office systems for Lao SMEs, media and institutions, including Mahasan News and VientianePost.

Lecturer, Corporate Finance — **2016 – Present**
Soutsaka Institute of Technology (formerly Comcenter College) · Vientiane
Invited lecturer for undergraduate business students: corporate finance, financial statement analysis, business statistics and quantitative analysis.

Founder — **2015 – Present**
LaoData.org and Classme.org
Data-collection tools for researchers and an online learning project.

Specialist — **2010 – 2013**
Mahasarakham Business School, Mahasarakham University, Thailand
Academic and research support; co-authored published research on liquidity in emerging markets.

Sounay Phothisane

LEADERSHIP · RESEARCH · PROGRAMS

LEADERSHIP, BOARDS & PUBLIC SERVICE

Management Board Member — **Oct 2026 – Present**
SME Service Center, Lao National Chamber of Commerce and Industry
Appointed by Decision No. 1513/LNCCI dated 12 October 2026. The center provides advice, training, networking and online learning for Lao SMEs.

Elected Representative — **Apr 2026 – Present**
Lao Front for National Development
National organisation for unity and nation building.

President — **Sep 2025 – Sep 2026**
BNI CEO Chapter, Vientiane
Led a 40+ member referral chapter: weekly meetings with a 95% attendance goal, 70+ referrals a year and an 8-role leadership team.

Executive Committee — **Jun 2025 – Present**
Young Entrepreneurs Association of Laos (YEAL)
Training, market access and advocacy for young Lao entrepreneurs.

Executive Committee — **Apr 2025 – Present**
Lao Best Brand Association
Partnerships, funding access and expansion of "Made in Laos" stores toward all 18 provinces; works with ADB, World Bank and UN agencies on MSME programs.

RESEARCH & PUBLICATIONS

Stock Returns and Liquidity Premium in an Emerging Market. Suppa-Aim, T. & Phothisane, S. Journal of International Finance Studies, 12(4), 2012. ISSN 1945-2950.

Measuring Liquidity in Emerging Markets: The Empirical Evidence from Emerging Markets. MSc thesis, Kobe University, 2015.

Tactical Asset Allocation with Return Generating Model: The Alpha Strategy. MBA thesis, Mahidol University, 2010. Presented at the National Conference on Applied Arts, KMUTNB, 15 May 2010.

Book-to-Market, Firm Size, and the Seasonal Effect: Empirical Evidence from the Emerging Markets. Working paper.

INTERNATIONAL PROGRAMS & TALKS

- **2012** · International Visitor Leadership Program, "Changemakers: The Impact of Social Entrepreneurs in the U.S.", U.S. Department of State — Lao representative
- **2012** · Train the Trainers workshop for non-profit agencies, funded by the U.S. Embassy Vientiane
- **2012** · Open Data for Netizens Workshop, World Bank, Bangkok — invited
- **2012** · Lecture: "Utilizing the Power of CMS and Social Media", U.S. Embassy Vientiane
- **2011** · Speaker, "Lao Social Media Background Scene", ON|OFF Conference, Jakarta
- **2011** · Lao key participant, ASEAN Blogger Community declaration, Bali
- **2008** · Key presenter, SIFE Thailand National Exposition

SKILLS & TOOLS

Analysis: MATLAB, Stata, Minitab, Maple, Python · **Digital:** WordPress, cloud hosting, web security · **Design:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, XD