

CV Outline: Nirat Pongsitthaworn, Phuket Governor

This document provides a CV outline for Mr. Nirat Pongsitthaworn, who was appointed Governor of Phuket in October 2025. The outline focuses on his community and environmental credentials, based on his extensive and well-documented tenure as Governor of Chiang Mai Province.

Overview

Mr. Nirat Pongsitthaworn is a seasoned and dynamic civil servant, appointed as the Governor of Phuket on October 15, 2025. He is known for his proactive leadership, particularly in environmental management and community engagement, during his preceding role as Governor of Chiang Mai Province (2022-2025). Characterized in a 2020 Matichon article as a "designer and conductor" of governance, he brings a reputation for tackling complex challenges with innovative, multi-stakeholder solutions.

Professional Experience

Position	Organization	Location	Key Dates
Governor	Phuket Provincial Administration	Phuket	(October 2025 - Present)
Director-General	Department of Provincial Administration	Bangkok	(August 2025 - October 2025)
Governor	Chiang Mai Provincial Administration	Chiang Mai	(October 2022 - August 2025)
Deputy Permanent Secretary	Ministry of Interior	Bangkok	(Before 2022)

Environmental Credentials & Initiatives

Mr. Pongsitthaworn’s tenure in Chiang Mai was marked by significant, hands-on efforts to combat the region's severe environmental challenges, particularly air pollution.

Air Quality and Anti-Burning Campaigns

- **"Partner to Green: Combating PM2.5" Initiative:** In October 2023, he launched a major public-private partnership with CP Group and other stakeholders to create a sustainable maize supply chain free from stubble burning. This initiative used satellite imaging and supply chain traceability to enforce a "No Mountain, No Burn, We Buy" policy, setting a new industry standard.
- **Proactive Pollution Control:** He took a firm stance against illegal agricultural burning, setting ambitious targets to reduce hotspots and making arrests to enforce the policy. He publicly stated, "I can't feel sorry for people who burn because I am more concerned about breathing for the rest of us." [2]
- **Emergency Measures:** In April 2024, he implemented emergency measures, including a three-day work-from-home order for Chiang Mai, to mitigate the health impacts of severe PM2.5 pollution.

Sustainable Agriculture & Community Transition

- **"Maejo Green City" Project:** He actively supported this project, which aimed to establish an environmentally friendly pilot area, showcasing his commitment to green urban development.
- **Economic Diversification for Farmers:** He proposed a long-term solution to the burning issue by incentivizing farmers to transition from corn cultivation to more sustainable, higher-value crops like coffee or to enter the tourism market. He recognized the economic hardship this would cause and publicly called on the tourism sector to help financially support farmers during the multi-year transition period.

Disaster Management

- **Flood Response:** As Chiang Mai Governor, he led the successful response to the major floods of 2024, coordinating efforts to bring the situation under control and initiating discussions on long-term solutions like dredging the Ping River.

Community Engagement & Governance Philosophy

Mr. Pongsitthaworn has cultivated a reputation for being an inclusive and forward-thinking leader.

- **Governance Approach:** He defines his role as developing the province in line with national policy but tailored to local strengths, with a core aim of reducing inequality. He emphasizes collaboration with all levels of government and local administrative bodies.
- **Community & Expat Collaboration:** He has been notably open to engaging with the international and expatriate community, stating in an interview, "Anything that will add

dimension, weight, and value to Chiang Mai is something I support... Give me advice, I will listen." [2]

- **Sustainable Tourism:** He championed a vision to transform Chiang Mai into a year-round "Festival City" to add value to its tourism-dependent economy (60-70% of GDP). His strategy focused on extending visitor stays and increasing daily spending rather than just increasing volume.
- **Cultural Preservation:** He views Chiang Mai's rich cultural heritage as a form of "soft power" and a key asset to be preserved and utilized for the economic benefit of its people.

Summary

Nirat Pongsitthaworn arrives in Phuket with a strong track record of tackling difficult environmental problems through collaboration, technology, and community-focused economic solutions. His experience in managing the complex challenges of a major tourism hub like Chiang Mai—from air quality and disaster management to sustainable tourism development—provides a clear indication of the proactive and strategic approach he is likely to bring to his new role as Governor of Phuket.

References

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- [2] Citylife Chiang Mai. (2023, April 5). *Governor Nirat Pongsitthaworn discusses pollution, tourism and city infrastructure*. <https://www.chiangmaicitylife.com/clg/our-city/interviews/governor-nirat-pongsitthaworn-discusses-pollution-tourism-and-city-infrastructure/>
- [3] Wikipedia. *Nirat Pongsitthaworn*. https://en.wikipedia.org/wiki/Nirat_Pongsitthaworn
- [4] Bangkok Post. (2024, April 3). *Chiang Mai upbeat about clean air despite poor readings*.
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