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Thirach is the Executive Director of Agriculture and Food Marketing Association for Asia and the Pacific (AFMA) and Chair for Responsible Consumption and Production Taskforce, Business Advisory Council to the UNESCAP.

He is also the founder and former director of Art for Ocean Society, other Social Enterprises and CSOs for Environmental and Ocean conservation to support Sustainable Development Goals: People Planet Prosperity) by networking with Government and Corporate sectors.

With intensive consulting experience for multinational retailers, Social Enterprises and CSOs on Organisational Development, executive coaching, capacity building, conflict management, campaign management, and sustainable development strategic formulation, he has been supporting organic farming, sustainable tourism, artisanal fishing and small scale farmers, as well as international corporations through sustainable value chain management.