



# Breaking Barriers: From Actress to Scientific Researcher

An Eppendorf Customer Story

**BIOMT**  
BIOPHARMATECH

**BIOMT** undertakes contract research for Biopharma companies and is active in the development and manufacturing of vitamins and food supplements.

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Treechada Petcharat, Co-Founder & Researcher



Meet Treechada Petcharat – a famous actress and model that co-founded BIOMT, a contract research organization focused on pharmacogenomics. She explains what made her start her life science business and why it relies on Eppendorf instruments for a variety of molecular biological methods.

## Pivoting from entertainment business to scientific research

Treechada Petcharat, also known as Poyd, is a famous Thai actress and model that used the first pandemic lockdown in 2020 to double down on another interest of hers: scientific research. In March 2020, she co-founded BIOMT, a Bangkok-based company engaged in contract research for Biopharma companies as well as in the development and manufacturing of vitamins and food supplements. Holding a degree in Neuroscience and

currently being enrolled in a Master's program in Molecular Genetics and Genetic Engineering at the esteemed Mahidol University in central Thailand, Poyd however not only manages the company, but also acts as a researcher herself.



# Applying Pharmacogenomics to Change the World

With the research branch of her company, Poyd currently focuses on research towards personalized medicine to fight breast cancer and other illnesses such as inflammation-associated diseases in organs. Her focus on pharmacogenomics (the study of how genes affect a person's response to drugs) was awakened by "Human Nature", a 2019 documentary film describing the gene editing process of CRISPR and its potential to help cure diseases. "With genetic engineering we have the potential to change the world" she says.

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*Treechada Petcharat, Co-Founder & Researcher*

## Acting as role model for young researchers

As a transgender woman who faced many challenges in her early life and some obstacles in her entertainment career, she also wants to be a role model for young researchers in Thailand though and encourage them to found companies and acts as entrepreneurs in their home country. "There are a lot of talented young researchers in Thailand but many don't have a dream and think their choices are limited", Poyd states. "We believe that many therapies will change from chemical drugs to bioidenticals. There is a lot of opportunity in this space for young researchers and entrepreneurs."

## Using Eppendorf tools to attract talents and increase efficiency

The growing team of more than 30 researchers at BIOMT is using Eppendorf instruments for a variety of molecular biological methods in the lab. "Precision is very important for us. When synthesizing DNA & RNA for example, our customers rely on us to do it in a very precise way.", Poyd explains. The company maintains a strict biosafety hygiene protocol, employs highly skilled researchers and also focuses on the quality of the equipment used: "[Eppendorf pipettes](#) have a high accuracy and are reliable. We want our scientists to work with the best tools available. The Eppendorf brand image and offering to work with Eppendorf tools actually also helps us to hire talents", she continues. "Some of our researchers are proud to be part of an 'Eppendorf lab'".

This is not the only reason for BIOMT though: "Eppendorf pipettes are designed to be used very quickly and have a high accuracy, which in turn also increases our efficiency.", Poyd explains and summarizes: "They are worth the invest".