

DAVID SAMANYAPORN

IT & Digital Technology Expert

Seasoned technology executive with **30+ years of experience** spanning IT leadership, digital transformation, AI/ML implementation, and data-driven decision making across diverse industries including **utilities, finance, education, and transportation**. Proven track record of delivering enterprise-wide digital solutions that drive operational efficiency and business growth.

CORE COMPETENCIES

Digital Leadership

- Digital Transformation Strategy
- IT Governance & Architecture
- Change Management
- Stakeholder Engagement

AI & Data Analytics

- Machine Learning & Deep Learning
- Predictive Analytics & BI
- Natural Language Processing
- Generative AI Applications

Enterprise Systems

- ERP (SAP, Dynamics 365)
- Cloud Infrastructure (AWS/Azure)
- Data Warehouse & Big Data
- System Integration

PROFESSIONAL EXPERIENCE

Chief Executive Officer | Xtra Information Intelligence

Lead AI and data intelligence solutions company. Develop enterprise AI/ML solutions for clients across multiple industries.

Apr 2021 - Present

Consultant - Data & Information Management | Universal Utilities (UU)

Utility sector expertise: Design and implement data management systems for utility operations. Develop BI dashboards for operational monitoring. Transform legacy systems into modern analytics platforms.

8+ Years (Ongoing)

Committee - Revenue & Marketing Development | State Railway of Thailand (SRT)

Provide strategic advice on digital initiatives and data-driven marketing. Support revenue optimization through analytics.

May 2023 - Present

Chief Finance Officer | SIAMEAST Solutions

Led financial operations with focus on data-driven decision making and financial analytics systems.

Sep 2019 - Apr 2022

Vice President (Executive IT Director) | Western University

Directed university-wide IT strategy and digital transformation. Implemented AI-powered educational systems serving 10,000+ users.

Nov 2012 - 2020

BI Committee Member | State Railway of Thailand (SRT)

Business Intelligence advisory role for railway operations and revenue analysis.

2011 - 2012

Business Consultant - GIS Tax Collection | Pakred Municipality

Implemented GIS-based tax collection system for local government operations.

2002 - 2003

IT Consultant - Visitor Registration | Reed Tradex (BITEC)

Developed visitor registration and exhibition management systems.

2001 - 2002

Database Consultant | EAN Thailand (GS1)

Database system development for barcode and product identification standards.

2000 - 2001

Database & CRM Consultant | Federation of Thai Industries (FTI)

Implemented CRM database system for industrial member management.

1999 - 2000

EDP Manager (Factory) | S&P Syndicate (Bakery)

Managed factory IT operations and production data systems for food manufacturing.

1994 - 1995

EDUCATION

M.Eng., Chulalongkorn University (1996)

B.Sc., Kasetsart University (1988)

TECHNICAL PROFICIENCY

Programming:	Python, SQL, R	AI/ML:	TensorFlow, PyTorch, LLMs
Data:	Power BI, Spark, ETL	Cloud:	AWS, Azure, GCP

PROFESSIONAL CERTIFICATIONS

Certificate	Institution	Year
Generative AI & Prompt Engineering	IBM	2025
NLP with Classification & Vectors	DeepLearning.AI	2024
Advanced Learning Algorithms	DeepLearning.AI	2023
Quantitative Modeling	Wharton (UPenn)	2022
Supply Chain Finance & Blockchain	NY Institute of Finance	2019
Certificate in Quantitative Finance (CQF)	CQF Institute, London	2014

VALUE PROPOSITION FOR EAST WATER

- Deep Utility Sector Experience** — 8+ years with Universal Utilities provides direct understanding of utility operations and digital transformation needs
- Database & Data Warehouse Expert** — 30+ years designing enterprise databases, data warehouses, ETL pipelines, and data integration systems for large-scale operations
- AI & Predictive Analytics** — Can implement predictive maintenance, demand forecasting, and operational optimization using modern AI/ML
- Data-Driven Decision Making** — Expert in building BI dashboards that transform raw data into actionable insights
- Executive + Technical Balance** — CEO/CFO/VP experience combined with hands-on technical expertise bridges business strategy with technology