# Skunpoj Thanarojsophon, PhD

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## AI and Digital Transformation Experiences

**2023 - Present**

### Data Analytics and Business Intelligence Director
TQM Insurance Broker PLC.

Transforming the conventional broker to InsureTech with data and AI, embracing and implementing agile project management, fostering cross-functional cooperation, and equally emphasizing hands-on individual contributions and mentorship for effective team building, while managing complex stakeholder relationships.

- Led the Automatic Speech Recognition development in the company with both open-source and vendor proprietary AI to transcribed a massive audio corpus with cost efficiency.
- Convert product information into a vector database for Q&A chatbot via ChatGPT API or OSS LLM (work in progress)
- Appointed as DPO and implemented robust data protection measures and compliance frameworks, maintaining data integrity and privacy while meeting regulatory requirements.
- Accelerated analytics with GPUs and scalable architectures for multi-source, near real-time and high-performance data warehouses, empowering sales and marketing teams KPI.
- Reinvented legacy system transformation with automation and self-service analytics with in-house Python/SQL based business intelligence and near real-time ETL pipelines.
- Pioneered flight data API with cross-function team, creating a flight notification system and online claim innovation as a value-added service for travel insurance customers.

**2020 - 2022**

### Data Analytics and Business Intelligence Manager
TQM Insurance Broker PLC.

Founded a Data Analytics team and manage data scientists, data engineers and data analysts under Digital Transformation Department. Organize and clean prospect customer data to comply with PDPA.

- Develop skills and tools for the Data Team and promote data-driven cultural in the organization.
- Set up and optimize big data infrastructure for Bigdata analytics tools for rapid implementation.
- Lead Analytics for cross sell / upsell and provide insight to business management with data driven decision.

**2020**

### Data Scientist
SCG Packaging PLC.

Developed machine learning models for manufacturing and business applications and promoting data literacy within the organization.

- Predicting bearing fault type using machine learning and vibration spectrum analysis.
- Optimizing wood pricing strategy with deep learning and web application visualization.
- Identifying optimal locations for purchasing raw materials based on historical data and supply curves.
- Hosting data visualization competitions to drive data-driven decision-making across the organization.

**2019 - 2020**

### Data Scientist
Central JD Fintech Co., Ltd.

Predicting behavior of e-wallet application users using deep learning and segmentation. Identify preferred business unit for customer engagement and targeting.

- Predicting preferred business units for individual consumers, aiming to maximize customer engagement and effectiveness in promotion targeting.
- Forecasting the propensity of wallet users to invite friends, with the goal of developing an efficient user acquisition strategy.

## Entrepreneurial Experiences

**2008 - 2017**

### Sales and IT Director
Proton International Co., Ltd.
ExxonMobil Lube Distributor / Family Business

Focusing on strengthening 20+ sales reps and expanding our business into a service provider role, strategizing financial cash flow for inventory and supply chain optimization. Managing and designing the entire company's IT infrastructure and software.

- Developing sales strategies to meet yearly targets and managing contract renewals with principals.
- Acquiring new customers through sales pipelines/CRM.
- Designing market penetration strategies for individual customers, with tactical price support for their benefit and weekly market insight analysis.
- Sourcing rare products from overseas to meet customer demand and prevent competitor's entrance.
- Collaborating with financial institutions for operating capital.

## Academic Experiences

**2008 - 2022**  Economist
Dokbia Radio FM 97.0

A weekly radio speaker offering insights on world economics and stock market news, analyzing global financial updates, including the US Election, US stimulus packages, and Fed QE. Specializing in tech stocks and cryptocurrencies.

**2017 - 2018**  Economics Lecturer
Assumption University

Teach undergraduate macro and microeconomics. Program Faculty Member. Advice students on career and academic development.

## Research Experiences

"Parallelized Micro Machine Learning Models for Stock Returns and ESG Rating Prediction"
MSc Data Science Dissertation — 2019

"Stock Market Prediction using Machine Learning Model"
kaggle.com/c/two-sigma-financial-news — 2019

"Consumer Imperfect Information and Firm Agglomeration"
The 8th Conference on Economics for Graduate Students — 2014
Chiangmai University
Ph.D. Student Academic Co-Workshop — 2013
Chulalongkorn University

"Can Government Vocational Training Program Improve Economics Welfare and Growth"
(with Manachaya Uruyos)
The 5th National Conference of Economists — 2009
Thailand
The 4th National Conference of Economists — 2008
Thailand
The 9th International Conference of the Association for Public Economic Theory — 2008
Korea

## Publication

Wangveerathananon, T. (2014) "Imperfect Consumer Information and Firm Agglomeration", Thammasat Economics Journal.

## Education

**2018 - 2019**  MSc Data Science (Merit)
City University of London

**2009 - 2014**  PhD Economics
Thammasat University

**2004 - 2008**  BA Economics
Chulalongkorn University

**2022 - Present**  Project Manager / Full-Stack Dev
SUM.INSURE

Accumulation control system for home insurance used by external insurer and re-insurer. E2E implementation from scratch to delivery.
- Deploy with CI/CD to cloud provider and handle change request.
- Automated ETL pipeline and transformation to cloud storage.
- Dashboard and application development.

**2020 - Present**  Co-Founder
IntX Co., Ltd.

ICO Portal developed by an expert team of cryptocurrency exchange developers. Acquiring a license with the SEC in 2023 and VC funded.
- Setup business and ICO portal license application.
- Strategic advice on recent blockchain technology.

**2020 - Present**  Founder
DataExpress.Dev (Work in progress)

AI assisted social commerce and storage organizer web application.
- Payment gateway for social commerce using SCB API
- Line API integration with tailwind CSS and Python backend

## Technology Stacks

Deep Learning: Keras / LSTM / RNN / CNN / MLP / LLM / GPT / Transformers

Machine Learning: LightGBM / XGBoost / sk-learn

Data Science / Data Eng: Pandas / Spark / NLP / Airflow / Prefect / Docker

BI and Visual Analytics: Plotly / Dash / Tableau / Power BI

Database: SQL / Oracle / Postgres / Big Query / NoSQL / MongoDB / Redis

Parallel Computing: Dask / Multi-Processing

Cloud Computing: AWS/AZURE/GCP / Serverless Architecture

Web App Dev: Python / JavaScript / Tailwind / Flowbite / API / DevOps / Self-host

## Professional Licenses

CISA I, — 2008
Certified Investment and Securities Analyst
The Securities and Exchange Commission, Thailand

Single License — 2008 - 2010
The Securities and Exchange Commission, Thailand

## Awards

Top Ten UK National Finalist — 2019
worldquantvrc.com/en/cms/wqc/iqc/

Top 15% (410th of 2927) — 2019
kaggle.com/c/two-sigma-financial-news

Best Dissertation Award (2nd Prize) — 2014
Research Grant for Dissertation,
Thammasat University Research Scholar

Bank of Thailand Scholarship — 2009
for Thammasat Graduate Student

Top Five MAI Star Researcher — 2006
The Stock Exchange of Thailand