

# Wutcharin Thatan

Executive Leader | AI, Automation & Analytics

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 Wutcharin    <https://wutcharin.com>

*"Transforming businesses through AI-powered automation, advanced analytics, and intelligent data solutions."*

## Executive Profile

Executive leader with nearly 20 years of experience (10+ in people management), possessing a **unique combination of Business Strategy and Technical Execution expertise**. Specialized in **scaling high-performing AI, Automation, and Analytics functions**, I am a hands-on builder who translates complex data into C-suite strategies, having secured **200M THB in capital** via data-driven planning. Expert in bridging the gap between Finance, Engineering, and Commercial strategy in both hyper-growth Tech (Agoda) and Aviation sectors.

## Key Skills

- Leadership** Corporate Data Strategy, AI Roadmaps, C-Suite Advisory, Venture Fundraising, Crisis Management, Corporate Turnarounds, Team Building (Managed teams of 8-11 specialists).
- AI & Dev** Generative AI (Gemini, Claude), RAG Architectures, AI Agents (Text-to-SQL), React, Node.js, Python, n8n, Firebase.
- Analytics** SQL, Tableau, Metabase, Predictive Modeling (**Time Series, Regression, Classification, Clustering**), ETL Pipelines, Financial Variance Analysis.

## Featured AI Projects

- SplitBill AI** **Creator & Developer** | [splitbill-ai.com](https://splitbill-ai.com)  
Built a production-ready AI expense splitter end-to-end in **7 days**. Features instant receipt scanning via **Gemini AI**, automatic item parsing, and smart user assignment. *Tech Stack: React, Firebase, Google AI Studio.*
- LocalGuide** **Full Stack Developer** | [Live Prototype Link](#)  
Designed and built the MVP for a friend's travel tech startup to connect tourists with local experts. Engineered the full-stack architecture including secure authentication, dynamic profile management, and booking workflows. *Tech Stack: React, Express.js, PostgreSQL, Railway.*

## Experience

- Apr 2024 – Present** **Associate Director - FinTech Data and Automation** **Agoda, Bangkok**
  - Strategic Leadership:** Lead the FinTech Data and Automation (FDA) division, comprised of an **8-person team** across Finance Analytics and RPA/AI. Drive operational efficiencies across critical functions including **Treasury, Tax, and Credit Risk**.
  - Impact:** Achieved **12,000 hours in annual productivity gain** by implementing targeted automation and data-driven process improvements, significantly reducing manual workload in financial reconciliation.

- **Vision:** Define and execute the long-term AI, Automation, and Analytics vision for FinTech, championing advanced analytics and self-service BI tools to embed a data-first culture within the finance organization.

Apr 2023 – Feb 2024	<b>Head of Commercial</b> <ul style="list-style-type: none"> <li>• <b>Startup Launch:</b> Built and mentored a high-performing commercial division of <b>11 professionals</b> from the ground up, establishing <b>6 teams</b> including Network Planning, Revenue Management, Commercial Operations, and Marketing.</li> <li>• <b>Fundraising:</b> Translated complex market data into a compelling vision and investor pitch, leveraging insights from <b>fleet and schedule planning</b> to secure <b>200M THB</b> in seed funding to launch the airline.</li> <li>• <b>Strategy:</b> Foster a culture of excellence and innovation, setting the strategic direction for route planning and business development.</li> </ul>	<b>Really Cool Airlines, Bangkok</b>
Apr 2022 – Mar 2023	<b>Head of Strategic Foresight &amp; Planning</b> <ul style="list-style-type: none"> <li>• <b>Transformation:</b> Managed a <b>team of PMOs</b> and led a data-driven culture project, implementing KPI frameworks and analytics systems that unified strategic priorities across diverse business units.</li> <li>• <b>Advisory:</b> Advised on resource allocation, inter-departmental communication, and technology decisions to drive group-level goals. Launched a new media business unit by developing plans to mitigate content rights risks.</li> </ul>	<b>Thairath Group, Bangkok</b>
Nov 2017 – Apr 2022	<b>Associate Director - Supply Analytics</b> <i>Career Progression: Senior Opportunity Manager (2017) → Head of Analytics (2019) → Associate Director (2021)</i> <ul style="list-style-type: none"> <li>• <b>Analytics Leadership:</b> Led a team of <b>7 analysts</b> across Partner Programs and the Agoda Display Network. Partnered with MIS on database/dashboard development and presented KPI insights to senior leaders.</li> <li>• <b>Cross-Functional Collaboration:</b> Collaborated intensively with <b>Sales, Account Management, and Product teams</b> on new product launches, sales strategies, and goal setting.</li> <li>• <b>Innovation:</b> Built credit risk models and protocols. Evaluated business opportunities and formulated optimization strategies to support Regional Account Management.</li> <li>• <b>Scale:</b> Oversaw the development and delivery of a comprehensive self-service analytics ecosystem, including <b>100+ Tableau dashboards for 600+ users</b>.</li> </ul>	<b>Agoda, Bangkok</b>
Oct 2016 – Nov 2017	<b>Planning Director</b> <ul style="list-style-type: none"> <li>• <b>Corporate Turnaround:</b> Co-architected a successful corporate turnaround using analytical models to increase aircraft utilization by <b>15%</b>. Led <b>route network planning, financial modeling</b>, and competitive analysis to design multi-year strategic plans.</li> <li>• <b>Capital Secured:</b> Developed and presented the comprehensive turnaround strategy to the Board of Directors, lessors, banks, and potential investors, securing critical new investment.</li> </ul>	<b>Nok Air, Bangkok</b>
Nov 2015 – Sep 2016	<b>Strategy &amp; Planning Manager</b> <ul style="list-style-type: none"> <li>• <b>Network Strategy:</b> Managed a team of 8 on network optimization, route expansion, and strategic planning. Monitored KPIs and provided recommendations to senior leadership.</li> <li>• <b>Relations:</b> Built and maintained critical relationships with aviation authorities and government bodies to secure vital operating permits and slots.</li> </ul>	<b>Thai Smile Airways, Bangkok</b>

## Education

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2013 – 2015	<b>Master of Business Administration</b> , Stamford International University
2004 – 2008	<b>Bachelor of Engineering</b> , Chulalongkorn University