

# Wutcharin Thatan

Executive Leader | AI, Automation & Analytics

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"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 Competencies & Technical Skills

Leadership	Corporate Data Strategy, AI Roadmaps, C-Suite Advisory, Venture Fundraising, Crisis Management, Corporate Turnarounds, Team Building, <b>AI-Driven Rapid Prototyping (Translating Business Reqs to Functional MVPs &amp; Productization)</b> .
AI & Dev	Generative AI (Gemini, Claude), RAG Architectures, AI Agents ( <b>Text-to-SQL, Market Research, Automate creation of professional documentation, Deep Dive Analysis, Personalized Onboarding, Unstructured to Structured Data Mgmt, OCR</b> ), React, Node.js, Python, n8n, Firebase.
Analytics	SQL, Tableau, Metabase, Predictive Modeling ( <b>Time Series, Regression, Classification, Clustering</b> ), ETL Pipelines, Financial Variance Analysis.

## Professional Experience (Last 10 Years)

Apr 2024 – Present	<b>Associate Director - FinTech Data and Automation, Agoda, Bangkok</b> <ul style="list-style-type: none"><li>▪ <b>Strategic Leadership:</b> Lead the FinTech Data and Automation (FDA) division, comprised of an <b>8-person team</b> across Finance AI, Automation and Analytics. Drive operational efficiencies across Finance Operation and Controlling (Accounting, Payin, Payout, Credit Risk and Collections), Treasury, Tax and Financial Planning and Analysis.</li><li>▪ <b>Impact:</b> Achieved <b>12,000 hours in annual productivity gain</b> by implementing targeted automation and data-driven process improvements, significantly reducing manual workload in financial reconciliation.</li><li>▪ <b>Vision:</b> 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.</li></ul>
Nov 2017 – Apr 2022	<b>Associate Director - Supply Analytics, Agoda, Bangkok</b> <p><i>Career Progression: Senior Opportunity Manager (2017) → Head of Analytics (2019) → Associate Director (2021)</i></p> <ul style="list-style-type: none"><li>▪ <b>Strategic Alignment:</b> Managed critical relationships with Senior Leadership (HQ, Regional Directors, Country Heads) within the <b>Supply/Accommodation Team</b> to align targets and opportunities. Provided analytics and insights to drive <b>Go-to-Market strategies</b>.</li><li>▪ <b>Program Optimization:</b> Directed analytics for major partner programs focusing on <b>visibility, supply availability, and pricing</b>, driving significant incremental business for both hotel partners and Agoda.</li><li>▪ <b>Risk Management:</b> Engineered comprehensive risk frameworks for key commercial initiatives (e.g., Prepaid Programs), including <b>ROI analysis, Exposure monitoring, and Expected Loss models</b>. Implemented alert systems, remediation, and collections support.</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>
Apr 2023 – Feb 2024	<b>Head of Commercial, Really Cool Airlines, Bangkok</b> <ul style="list-style-type: none"><li>▪ <b>Regulatory Success:</b> Led the development of the comprehensive Airline Business Plan, successfully securing the <b>Air Operating License (AOL)</b> from The Civil Aviation Authority of Thailand (CAAT).</li><li>▪ <b>Startup Launch:</b> Built and mentored a high-performing commercial division of <b>11 professionals</b>, establishing <b>6 teams</b> (Network Planning, Revenue Management, Marketing, etc.).</li><li>▪ <b>Global Representation:</b> Promoted the airline on the global stage at <b>Routes World Istanbul</b>. Featured in industry news: Aviation Week - Really Cool Airlines Launch Plans .</li><li>▪ <b>Commercial Operations:</b> Led major commercial contract negotiations and successfully secured strategic landing slots at <b>BKK and key airports in Japan</b>.</li><li>▪ <b>Fundraising &amp; Strategy:</b> Secured <b>200M THB</b> in seed funding by leveraging fleet/schedule planning insights. <i>(Note: Venture concluded due to external aircraft supply constraints).</i></li></ul>

Apr 2022 – Mar 2023 **Head of Strategic Foresight & Planning**, *Thairath Group*, Bangkok

- **C-Suite Advisory:** Reported directly to C-level executives, providing strategic guidance across the group ecosystem: **Thairath TV, Thairath Online, Thairath Logistics, and Everpink.**
- **Strategic Initiatives:** Led critical projects including the establishment of new business units for **online content rights** and new news verticals. Conducted deep-dive analytics on content performance to identify revenue opportunities.
- **Transformation:** Managed a **team of PMOs** and led a data-driven culture project, implementing KPI frameworks and analytics systems that unified strategic priorities across diverse business units.

Oct 2016 – Nov 2017 **Planning Director**, *Nok Air*, Bangkok

- **Corporate Turnaround:** Co-architected a successful corporate turnaround using analytical models to increase aircraft utilization by **15%**. Led **route network planning, financial modeling**, and competitive analysis to design multi-year strategic plans.
- **Capital Secured:** Developed and presented the comprehensive turnaround strategy multiple times to the **Board of Directors, Shareholders, and Investors**, successfully securing multiple rounds of funding totaling over **4 Billion THB**.

Nov 2015 – Sep 2016 **Strategy & Planning Manager**, *Thai Smile Airways*, Bangkok

- **Network Strategy:** Managed a team of 8 on network optimization, route expansion, and strategic planning. Monitored KPIs and provided recommendations to senior leadership.
- **Relations:** Built and maintained critical relationships with aviation authorities and government bodies to secure vital operating permits and slots.

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## Featured Personal 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.*

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## Education

2013 – 2015 **Master of Business Administration**, *Stamford International University*

2004 – 2008 **Bachelor of Engineering**, *Chulalongkorn University*