


WUTCHARIN THATAN

Executive Leader | AI, Automation & Analytics

CONTACT

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CORE COMPETENCIES

Strategic Leadership & Vision
Defining corporate data strategy, creating departmental AI roadmaps and vision, and advising C-suite on strategic AI integration.

Team Leadership & Growth
Recruiting, mentoring, and scaling high-performing teams of data analysts, engineers, and AI specialists from the ground up.

Business Acumen & Impact
Leveraging deep business acumen to drive go-to-market strategies, secure venture capital, and execute complex corporate turnarounds.

Vendor & Partner Management
Managing relationships and negotiating with technology vendors and strategic partners across the aviation and tech industries.

TECHNICAL SKILLS & TOOLS

Analytics & Machine Learning
Expertise in SQL and Python (Pandas, Scikit-learn) to build and deploy predictive models (ROI, churn, LTV) and time-series forecasts.

AI, Automation & Prototyping
Leveraging RPA (Power Automate, n8n) and Generative AI for process automation. Expertise in rapid, AI-assisted prototyping of web applications.

Visualization & Communication
Mastery of BI platforms (Tableau, Metabase, SuperSet) to translate complex data into clear narratives through effective data storytelling.





EDUCATION

- Master of Business Administration**
Stamford International University
- Bachelor of Engineering**
Chulalongkorn University

Executive Profile

An executive leader with nearly 20 years of experience, including a decade in people management, who builds and scales high-performing AI, Automation, and Analytics functions to operate as revenue-generating engines. With a career spanning corporate turnarounds and hyper-growth tech, I specialize in translating complex data into decisive C-suite strategies, securing capital, and embedding a data-first culture to drive measurable business outcomes.

Career Highlights

-  **Saved 12,000+ hours annually** via targeted AI & automation initiatives in FinTech.
-  **Secured 200M THB** in seed funding by developing the business plan and investor pitch.
-  **Increased Aircraft Utilization by 15%** & boosted cabin factor by +3 p.p. in a corporate turnaround.
-  **Empowered 600+ Users** by deploying over 100 Tableau dashboards.

Professional Experience

Details reflect last 10 years

Associate Director - FinTech Data and Automation

Agoda | *Global Travel Tech* | Apr 2024 - Present

- Direct a cross-functional division of 10, encompassing Finance Analytics and RPA/AI teams, to identify and execute on high-impact process automation opportunities.
- Crafting the departmental AI vision and roadmap; co-creating a Finance hackathon to foster innovation and identify automation opportunities from the ground up.
- Achieved over 12,000 hours in annualized time savings by deploying targeted automation solutions and machine learning models for collection risk and cashback liability.
- Orchestrated deep-dive variance analysis between financial statements and operational data, providing critical insights to leadership on revenue and cost drivers.

Head of Commercial

Really Cool Airlines | *Airline Startup* | Apr 2023 - Feb 2024

- Architected and scaled the airline's entire commercial division from inception, building and mentoring a team of 11 across 6 functions including Network Planning and Revenue Management.
- Developed the definitive business plan and investor pitch, leveraging data-driven market analysis to craft a compelling go-to-market strategy that successfully secured 200M THB in seed funding.

Head of Strategic Foresight & Planning

Thairath Group | *Thai Media Conglomerate* | Apr 2022 - Mar 2023

- Led a group-wide data transformation, establishing standardized KPI frameworks and deploying analytics systems to create a unified view of performance across business units.
- Launched a new media business unit by developing the complete business plan to mitigate content rights risks and capture new international revenue streams.
- Functioned as a key strategic advisor to senior leadership, providing data-driven recommendations on resource allocation, operational workflows, and technology investments.

Associate Director - Supply Analytics

Agoda | *Global Travel Tech* | Nov 2017 - Apr 2022

- Directed analytics for the Partner Programs division, transforming raw data into actionable insights and strategic recommendations presented directly to C-level leadership.
- Developed and deployed multiple high-impact machine learning models, including partner ROI/churn prediction and a proprietary Supply Health Score.
- Established comprehensive analytics frameworks for partner segmentation and evaluation, enabling more targeted and effective partner engagement strategies.
- Designed and implemented a scalable, self-service BI ecosystem, launching over 100 Tableau dashboards that provided insights to more than 600 users.

Planning Director

Nok Air | *Low-Cost Airline* | Oct 2016 - Nov 2017

- Played a pivotal role in a successful corporate turnaround by developing analytical models for network and fleet optimization, leading to a 15% increase in aircraft utilization.
- Conducted in-depth competitor analysis to identify market opportunities and inform strategic fleet and network decisions.
- Developed and presented the full turnaround strategy to the Board of Directors, creditors, and potential investors, resulting in the acquisition of crucial new capital.

Corporate Strategy & Planning Manager

Thai Smile Airways | *Regional Airline* | Nov 2015 - Sep 2016

- Led the network planning function, implementing a data-driven strategy to analyze route profitability and market demand, which directly contributed to increased market share.
- Managed and executed successful negotiations with key external partners, including aviation authorities and airport operators, to secure vital operating permits and strategic slots.