

# 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+ years in people management**), possessing a **unique combination of Business Strategy and Technical Execution expertise**. A hands-on builder who has managed **50+ data professionals**, deployed **20+ AI agents**, and generated **12k hours in annual efficiency**. Specialized in scaling high-performing AI, Automation, and Analytics functions and expert in bridging the gap between Finance, Engineering, and Commercial strategy, having secured **more than 200M THB in capital** via data-driven planning in both hyper-growth Tech (Agoda) and Aviation sectors.

## Key Competencies & Technical Skills

<b>Leadership</b>	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> .
<b>AI &amp; Dev</b>	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.
<b>Analytics</b>	SQL, Tableau, Metabase, Predictive Modeling ( <b>Time Series, Regression, Classification, Clustering</b> ), ETL Pipelines, Financial Variance Analysis.

## Professional 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 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.
- 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.

Nov 2017 – Apr 2022 **Associate Director - Supply Analytics, Agoda, Bangkok**

*Progression: Senior Opportunity Manager (2017) → Head of Analytics (2019) → Associate Director (2021)*

- Strategic Alignment:** Managed critical relationships with Senior Leadership (HQ, Regional Directors, Country Heads) within the **Supply/Accommodation Team** to align targets and opportunities. Provided analytics and insights to drive **Go-to-Market strategies**.
- Program Optimization:** Directed analytics for major partner programs focusing on **visibility, supply availability, and pricing**, driving significant incremental business for both hotel partners and Agoda.
- Risk Management:** Engineered comprehensive risk frameworks for key commercial initiatives (e.g., Prepaid Programs), including **ROI analysis, Exposure monitoring, and Expected Loss models**. Implemented alert systems, remediation, and collections support.
- Scale:** Oversaw the development and delivery of a comprehensive self-service analytics ecosystem, including **100+ Tableau dashboards for 600+ users**.

Apr 2023 – Feb 2024 **Head of Commercial, Really Cool Airlines, Bangkok**

- Regulatory Success:** Led the development of the comprehensive Airline Business Plan, successfully securing the **Air Operating License (AOL)** from The Civil Aviation Authority of Thailand (CAAT).
- Startup Launch:** Built and mentored a high-performing commercial division of **11 professionals**, establishing **6 teams** (Network Planning, Revenue Management, Marketing, etc.).
- Global Representation:** Promoted the airline on the global stage at **Routes World Istanbul**. Featured in industry news: Aviation Week - Really Cool Airlines Launch Plans ↗.
- Commercial Operations:** Led major commercial contract negotiations and successfully secured strategic landing slots at **BKK and key airports in Japan**.
- Fundraising & Strategy:** Secured **200M THB** in seed funding by leveraging fleet/schedule planning insights. *(Note: Venture concluded due to external aircraft supply constraints)*.

Apr 2022 – Mar 2023	<b>Head of Strategic Foresight &amp; Planning, Thairath Group, Bangkok</b>
	<ul style="list-style-type: none"> <li>▪ <b>C-Suite Advisory:</b> Reported directly to C-level executives, providing strategic guidance across the group ecosystem: <b>Thairath TV, Thairath Online, Thairath Logistics, and Everpink.</b></li> <li>▪ <b>Strategic Initiatives:</b> Led critical projects including the establishment of new business units for <b>online content rights</b> and new news verticals. Conducted deep-dive analytics on content performance to identify revenue opportunities.</li> <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> </ul>
Oct 2016 – Nov 2017	<b>Planning Director, Nok Air, Bangkok</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 multiple times to the <b>Board of Directors, Shareholders, and Investors</b>, successfully securing multiple rounds of funding totaling over <b>4 Billion THB</b>.</li> </ul>
Nov 2015 – Sep 2016	<b>Strategy &amp; Planning Manager, Thai Smile Airways, Bangkok</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>
Jan 2008 – Nov 2015	<b>Commercial Management Trainee / Senior Supervisor, Thai Airways, Bangkok</b>
	<ul style="list-style-type: none"> <li>▪ <b>High-Potential Selection:</b> Selected via a rigorous internal process (formerly Cabin Crew) for the <b>Commercial Management Trainee Program</b>, designed to groom future Country Managers.</li> <li>▪ <b>Strategic Analysis:</b> Rotated through commercial functions, assisting the CEO's Advisor on route profitability, network connectivity, and competitive market analysis before transitioning to Thai Smile to pursue focused strategic planning.</li> </ul>
Apr 2007 – Jan 2008	<b>Junior Consultant, DST International (Thailand), Bangkok</b> FinTech Consulting: Financial Modeling and Client Training.
Jun 2006 – Mar 2007	<b>Junior Analyst, Prudent Siam Securities, Bangkok</b> Financial Analysis & Corporate Valuation.

## Showcase Personal Projects

Thai Election	<b>Data Storytelling</b>   <a href="http://wutcharin.com/thai-election">wutcharin.com/thai-election</a> ↗ Interactive 3D visualization of the 2023 Thai General Election. Features AI-powered insights and cinematic storytelling. <i>Tech Stack: React, Gemini AI, Data Viz, Creative Coding.</i>
Resume Builder	<b>Full Stack Developer</b>   <a href="http://wutcharin.com/resume-builder">wutcharin.com/resume-builder</a> ↗ AI-powered resume builder with real-time preview, smart templates, and instant PDF export. Built for modern job seekers. <i>Tech Stack: React, OpenAI, Tailwind, PDF Generation.</i>
SlipVerify AI	<b>AI Engineer</b>   <a href="http://wutcharin.com/slip-verify">wutcharin.com/slip-verify</a> ↗ Autonomous revenue protection agent powered by LangGraph. Features cyclic state management, fraud detection, and human-in-the-loop verification. <i>Tech Stack: LangGraph, Python, React, Agentic AI.</i>
Gemini OCR	<b>AI Engineer</b>   <a href="http://wutcharin.com/gemini-ocr">wutcharin.com/gemini-ocr</a> ↗ Next-generation OCR system powered by Google's Gemini 2.5 Flash. Features multimodal understanding, handwriting recognition, and structured JSON output. <i>Tech Stack: Gemini AI, Node.js, React, Computer Vision.</i>
SplitBill AI	<b>Creator &amp; Developer</b>   <a href="http://splitbill-ai.com">splitbill-ai.com</a> ↗ Built a production-ready AI expense splitter. Features instant receipt scanning via <b>Gemini AI</b> , automatic item parsing, and smart user assignment. <i>Tech Stack: React, Firebase, Google AI Studio.</i>
LocalGuide	<b>Full Stack Developer</b>   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. <i>Tech Stack: React, Express.js, PostgreSQL, Railway.</i>

## Education

2014 – 2015	<b>Master of Business Administration (Major: Marketing)</b> , Stamford International University, Bangkok
2002 – 2006	<b>Bachelor of Engineering (Major: Industrial Engineering)</b> , Chulalongkorn University, Bangkok