

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 Competencies & Technical 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
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.*

Professional Experience (Last 10 Years)

- 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** **Head of Commercial**, Really Cool Airlines, Bangkok
 - Startup Launch:** Built and mentored a high-performing commercial division of **11 professionals** from the ground up, establishing **6 teams** including Network Planning, Revenue Management, Commercial Operations, and Marketing.
 - Fundraising:** Translated complex market data into a compelling vision and investor pitch, leveraging insights from **fleet and schedule planning** to secure **200M THB** in seed funding to launch the airline.
 - Strategy:** Foster a culture of excellence and innovation, setting the strategic direction for route planning and business development.
- Apr 2022 – Mar 2023** **Head of Strategic Foresight & Planning**, Thairath Group, Bangkok
 - 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.
 - Advisory:** 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.

- Nov 2017 – Apr 2022 **Associate Director - Supply Analytics**, Agoda, Bangkok
Career Progression: Senior Opportunity Manager (2017) → Head of Analytics (2019) → Associate Director (2021)
- **Analytics Leadership:** Led a team of **7 analysts** across Partner Programs and the Agoda Display Network. Partnered with MIS on database/dashboard development and presented KPI insights to senior leaders.
 - **Cross-Functional Collaboration:** Collaborated intensively with **Sales, Account Management, and Product teams** on new product launches, sales strategies, and goal setting.
 - **Innovation:** Built credit risk models and protocols. Evaluated business opportunities and formulated optimization strategies to support Regional Account Management.
 - **Scale:** Oversaw the development and delivery of a comprehensive self-service analytics ecosystem, including **100+ Tableau dashboards for 600+ users**.
- 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 to the Board of Directors, lessors, banks, and potential investors, securing critical new investment.
- 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.

Education

- 2013 – 2015 **Master of Business Administration**, Stamford International University
- 2004 – 2008 **Bachelor of Engineering**, Chulalongkorn University