

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 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
	<ul style="list-style-type: none">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.	

	<ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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. 	Really Cool Airlines, Bangkok
Apr 2022 – Mar 2023	Head of Strategic Foresight & Planning <ul style="list-style-type: none"> 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. 	Thairath Group, Bangkok
Nov 2017 – Apr 2022	Associate Director - Supply Analytics <p><i>Career Progression: Senior Opportunity Manager (2017) → Head of Analytics (2019) → Associate Director (2021)</i></p> <ul style="list-style-type: none"> 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. 	Agoda, Bangkok
Oct 2016 – Nov 2017	Planning Director <ul style="list-style-type: none"> 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. 	Nok Air, Bangkok
Nov 2015 – Sep 2016	Strategy & Planning Manager <ul style="list-style-type: none"> 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. 	Thai Smile Airways, Bangkok

Education

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