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

Leadership
Corporate Data Strategy, AI Roadmaps, C-Suite Advisory, Venture Fundraising, Crisis Management, Corporate Turnarounds, Team Building, **AI-Driven Rapid Prototyping (Translating Business Reqs to Functional MVPs & Productization)**.

AI & Dev
Generative AI (Gemini, Claude), RAG Architectures, AI Agents (**Text-to-SQL, Market Research, Automate creation of professional documentation, Deep Dive Analysis, Personalized Onboarding, Unstructured to Structured Data Mgmt, OCR**), React, Node.js, Python, n8n, Firebase.

Analytics
SQL, Tableau, Metabase, Predictive Modeling (**Time Series, Regression, Classification, Clustering**), 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	**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.

Jan 2008 – Nov 2015	**Commercial Management Trainee / Senior Supervisor**, *Thai Airways*, Bangkok

- **High-Potential Selection:** Selected via a rigorous internal process (formerly Cabin Crew) for the **Commercial Management Trainee Program**, designed to groom future Country Managers.
- **Strategic Analysis:** 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.

Apr 2007 – Jan 2008	**Junior Consultant**, *DST International (Thailand)*, Bangkok

FinTech Consulting: Financial Modeling and Client Training.

Jun 2006 – Mar 2007	**Junior Analyst**, *Prudent Siam Securities*, Bangkok

Financial Analysis & Corporate Valuation.

Showcase Personal Projects

Thai Election	**Data Storytelling**	wutcharin.com/thai-election ↗

Interactive 3D visualization of the 2023 Thai General Election. Features AI-powered insights and cinematic storytelling. *Tech Stack: React, Gemini AI, Data Viz, Creative Coding.*

Resume Builder	**Full Stack Developer**	wutcharin.com/resume-builder ↗

AI-powered resume builder with real-time preview, smart templates, and instant Docx and HTML export. Built for modern job seekers. *Tech Stack: React, Gemini AI, Tailwind, Docx Generation.*

SlipVerify AI	**AI Engineer**	wutcharin.com/slip-verify ↗

Autonomous revenue protection agent powered by LangGraph. Features cyclic state management, fraud detection, and human-in-the-loop verification. *Tech Stack: LangGraph, Python, React, Agentic AI.*

Enterprise Collections AI	**AI Engineer**	wutcharin.com/collections ↗

Autonomous dispute agent for VCC overcharges. Features cognitive flow, strategy engine, and auto-rebuttal loops. *Tech Stack: LangGraph, React, Agentic AI, FinTech.*

Gemini OCR	**AI Engineer**	wutcharin.com/gemini-ocr ↗

Next-generation OCR system powered by Google's Gemini 2.5 Flash. Features multimodal understanding, handwriting recognition, and structured JSON output. *Tech Stack: Gemini AI, Node.js, React, Computer Vision.*

SplitBill AI	**Creator & Developer**	splitbill-ai.com ↗

Built a production-ready AI expense splitter. Features instant receipt scanning via Gemini AI, automatic item parsing, and smart user assignment. *Tech Stack: React, Firebase, Gemini AI.*

Education

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