WUTCHARIN THATAN

Executive Leader | AI, Automation & Analytics

CONTACT



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CORE COMPETENCIES

Strategic Leadership & Vision

Defining corporate data strategy, creating departmental Al roadmaps and vision, and advising C-suite on strategic Al integration.

Team Leadership & Growth

Recruiting, mentoring, and scaling highperforming 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.

Al, 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

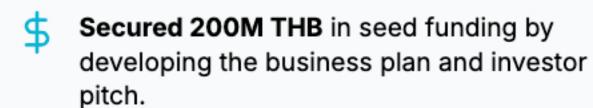
An executive leader with nearly 20 years of experience, including a decade in people management, who builds and scales high-performing AI, Automation, and Analytics functions to operate as revenue-generating engines. With a career spanning corporate turnarounds and hyper-growth tech, I specialize in 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.





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.