

# 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+ 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

<b>Leadership</b>	Corporate Data Strategy, AI Roadmaps, C-Suite Advisory, Venture Fundraising, Crisis Management, Corporate Turnarounds, Team Building (Managed teams of 8-11 specialists).
<b>AI &amp; Dev</b>	Generative AI (Gemini, Claude), RAG Architectures, AI Agents (Text-to-SQL), 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.

## Featured AI Projects

SplitBill AI	<b>Creator &amp; Developer</b>   <a href="https://splitbill-ai.com">splitbill-ai.com</a> Built a production-ready AI expense splitter end-to-end in <b>7 days</b> . 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> .

## Professional Experience (Last 10 Years)

Apr 2024 – Present	<b>Associate Director - FinTech Data and Automation, Agoda, Bangkok</b>
	<ul style="list-style-type: none"><li><b>Strategic Leadership:</b> Lead the FinTech Data and Automation (FDA) division, comprised of an <b>8-person team</b> across Finance Analytics and RPA/AI. Drive operational efficiencies across critical functions including <b>Treasury, Tax, and Credit Risk</b>.</li><li><b>Impact:</b> Achieved <b>12,000 hours in annual productivity gain</b> by implementing targeted automation and data-driven process improvements, significantly reducing manual workload in financial reconciliation.</li><li><b>Vision:</b> 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.</li></ul>
Apr 2023 – Feb 2024	<b>Head of Commercial, Really Cool Airlines, Bangkok</b>
	<ul style="list-style-type: none"><li><b>Startup Launch:</b> Built and mentored a high-performing commercial division of <b>11 professionals</b> from the ground up, establishing <b>6 teams</b> including Network Planning, Revenue Management, Commercial Operations, and Marketing.</li><li><b>Fundraising:</b> Translated complex market data into a compelling vision and investor pitch, leveraging insights from <b>fleet and schedule planning</b> to secure <b>200M THB</b> in seed funding to launch the airline.</li><li><b>Strategy:</b> Foster a culture of excellence and innovation, setting the strategic direction for route planning and business development.</li></ul>
Apr 2022 – Mar 2023	<b>Head of Strategic Foresight &amp; Planning, Thairath Group, Bangkok</b>
	<ul style="list-style-type: none"><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><li><b>Advisory:</b> 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.</li></ul>

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