

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 PDF export. Built for modern job seekers. *Tech Stack: React, OpenAI, Tailwind, PDF Generation.*
- 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, 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.*

Education

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