

## AI and Digital Transformation Experiences

2024 - Present **Assistant Director**, Data Analytics Division,  
Data Management and Data Analytics Department  
Bank of Thailand

Lead the Generative AI development. Manage Data Scientists.  
Promote data-driven organization. Steering technology direction.

- LLM for Supervision: Chat and analytic report generation from FI BoD minutes (SupAI). Chat with announcements and regulations (PolicyGPT). Virtual assistant RAG chatbot to streamline and enhance supervisory tasks (BOTGPT).
- RDT Co-Pilot: Analytics multi-agent for generating SQL from multi-database schema to extract data from data lake, fields discovery and turn supervision question into analytic tasks.
- Data Analytics and Development: Oversee the analytics and transition to RDT data for supervision and policy making and equip financial supervisor and analyst with technical skills.
- AI Strategy: Develop AI adoption and implementation plan across the bank. Draft AI Policy and Guideline. Provide consult for AI collaboration in the financial industry.
- MLOps: Lead the acquisition of centralized analytic platform with GPU and on-premise AI Infrastructure for internal data.

2022 - 2023 **Data Analytics and  
Business Intelligence Director**  
TQM Insurance Broker PLC.

Drive the organization transformation from a traditional broker to InsureTech with technology adaptation, utilizing agile project management, and harmonizing both individual contributions and team building.

- Developed tech integration, combining speech recognition and accelerated analytics with GPUs to enhance efficiency.
- Appointed as DPO and implemented robust data protection measures and compliance frameworks, maintaining data integrity and privacy while meeting regulatory requirements.
- Orchestrated scalable data architectures, near real-time data lakes, and high-performance data warehouses to accelerate data analysis and decision-making using Python/SQL for in-house business intelligence.
- Led legacy system transformation with automation and self-service analytics, empowering sales and marketing teams with real-time insights for informed decision-making.
- Managed complex stakeholder relationships across various functions and developed strong external partnerships and enhance cross-function collaboration and team building.

2020 - 2022 **Data Analytics and  
Business Intelligence Manager**  
TQM Insurance Broker PLC.

Founded a Data Analytics team and manage data scientists, data engineers and data analysts under Digital Transformation Department. Organize and clean prospect customer data to comply with PDPA.

- Develop skills and tools for the Data Team and promote data-driven cultural in the organization.
- Set up and optimize big data infrastructure for Bigdata analytics tools for rapid implementation.
- Lead Analytics for cross sell / upsell and provide insight to business management with data driven decision.
- Pioneered API-driven innovations, creating a flight delay notification system and online claim as a value-added service for travel insurance customers.

2020 **Data Scientist**  
SCG Packaging PLC.

Developed machine learning models for manufacturing and business applications and promoting data literacy within the organization.

- Predicting bearing fault type using machine learning and vibration spectrum analysis.
- Optimizing wood pricing strategy with deep learning and web application visualization.
- Identifying optimal locations for purchasing raw materials based on historical data and supply curves.
- Hosting data visualization competitions to drive data-driven decision-making across the organization.

2019 - 2020 **Data Scientist**  
Central JD Fintech Co., Ltd.

Predicting behavior of e-wallet application users using deep learning and segmentation. Identify preferred business unit for customer engagement and targeting.

- Predicting preferred business units for individual consumers, aiming to maximize customer engagement and effectiveness in promotion targeting.
- Forecasting the propensity of wallet users to invite friends, with the goal of developing an efficient user acquisition strategy.

Focusing on strengthening 20+ sales reps and expanding our business into a service provider role. Strategizing the financial cash flow for optimized inventory and supply chain management. Managing and designing company-wide IT infra and software.

Top Ten UK National Finalist worldquantvrc.com/en/cms/wqc/iqc/	2019
Top 15% (410 <sup>th</sup> of 2927) kaggle.com/c/two-sigma-financial-news	2019
Best Dissertation Award (2nd Prize) Research Grant for Dissertation, Thammasat University Research Scholar	2014
Bank of Thailand Scholarship for Thammasat Graduate Student	2009
Top Five MAI Star Researcher The Stock Exchange of Thailand	2006