

Sopanat Sutamchai

Technical Business Analyst | System Integration

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Professional Summary

Business Analyst and Systems Integration specialist with 10 years of experience in fintech and telecommunications. Experienced in Marketing Tools automation, revenue-generating cross-sell platforms, and IAM solutions. Skilled in bridging business and engineering to deliver data-driven features that improve user experience and conversion.

Experience

KASIKORN Business-Technology Group (KBTG Labs)

Technical Business Analyst (MAKE By KBank)

July 2023 – Now

- **Marketing Automation Platform:** Led the end-to-end requirements and implementation of an in-app financial products marketplace and user communication platform (features and CMS). Improved marketing workflows and product/campaign visibility, contributing to one of the application's main revenue streams.
- **Data & Analytics:** Orchestrated end-to-end analytics tracking via Firebase and Datalake. Specialized in tracking attribution, funnel analysis, and feature performance to support data-driven product decision.
- **Product Improvement:** Continuously improved core product features, user engagement flows, and UX/UI to enhance the overall application experience.
- **Referral program:** Designed referral mechanics for both accounts acquisition and cross-sell products
- **Technical Solutioning:** Analyzed business requirements and collaborated with engineering teams to define system flows, technical approaches, dependencies, and implementation scope.

ADVANCE INFO SERVICES PCL. (AIS)

Senior System Integration (AIS Identity and Access Management)

August 2018 – July 2023

- Owned **AIS' inhouse API Gateway**, managing API integrations for 100+ internal and external partners
- Owned the **User identity** domain and delivered functional specifications for login and register modules
- Designed and launched a Partner onboarding Web Portal, cutting lead time from days to minutes.
- Supported E2E partner system integration from initial onboarding through production deployment.

Junior System Integration (3G/4G Network Resource Allocation)

June 2016 – July 2018

The King Mongkut's University of Technology Thonburi

June 2012 – June 2016

Bachelor of Engineering Program in Computer Engineering

Skills

- **Data & Analytics:** Firebase Analytics, BigQuery, Datalake, SQL
- **AI & Productivity:** Generative AI Tools, AI-assisted Requirement Analysis and documentation
- **Tools:** Postman: JIRA, Confluence, Postman, Figma
- **Development Methodology:** Agile/Scrum, Waterfall
- **Platform & Infra:** Mobile, Desktop Web, Backend API and Hybrid Infrastructure

Language: Thai (Native), English (Intermediate).