Chatchai Wangwiwattana, Ph.D.

Vice President of Information Technology, University of the Thai Chamber of Commerce · Assistant Professor

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Technology executive and academic, eighteen years across software engineering, IT leadership and higher education. Accountable for IT strategy, infrastructure and security for a whole university while teaching and publishing applied AI research. Has led commissioned research for the Senate of Thailand, True Corporation, ETDA and the Department of Primary Industries and Mines, and builds capability programmes the institution can run without him.

18	75	7	2008	20+
peer-reviewed papers	programmes since 2018	funded research projects	first software role	systems built in house

SELECTED ENGAGEMENTS

delivered, with an outcome

University of the Thai Chamber of Commerce

Vice President of Information Technology · 2025 to present

Initiated the AI UTCC programme that turned the university into an AI-first institution: a fifty-person IT organisation, 2,000 computers and 20,000 iPads, and a rebuilt digital backbone of data warehouse, cybersecurity, paperless workflow, API-first, data governance and martech.

Data protection officer under PDPA. More than twenty systems built in house; the eight AI ones at about a fifth of what outside vendors quoted. No AI servers bought, compute paid for as tokens.

First education institution in Asia-Pacific on Wi-Fi 7. The work led to two ACES Awards in 2026, including Premier Educational Institutions in Asia.

Srithai Superware

AI transformation consultant · 2025 to present

Set up their AI champion programme and the transformation that followed.

Executives trained first, then champion cohorts who went on to train the whole factory themselves.

Projects now running across digital, data and AI, digital twin work included, after a hackathon and a pitch round. Their programmers upskilled on using AI safely and under governance.

Generali Life Assurance Thailand

AI transformation consultant, cross-functional initiative · 2026, completed

Design thinking with the executive team, then four rounds with their AI champions from idea to working product, closing in a pitch to sponsors.

The projects that won funding are in use across sales, customer service, digital marketing and data.

B.Grimm Power

AI champion programme · 2024 to 2026

Training, capacity building and pitching for their AI champions, with projects reaching production each year.

Muang Thai Life Assurance

AI transformation consultant · 2026, completed

Moved an enterprise IT team to agentic AI end to end: reading and decoding the business first, then building applications for a large organisation and setting the structure for agentic AI across software development, system testing and maintenance.

EXPERIENCE

2018 to present, and the decade before

LEADERSHIP AND ACADEMIC APPOINTMENTS

2025 to present — **Vice President of Information Technology**, University of the Thai Chamber of Commerce

2023 to present — **Member, Business and Service Standards Certification Committee**, Thai Chamber of Commerce

2023 to 2026 — **Head, Bachelor's Degree Program in Gaming and Esports Business**, University of the Thai Chamber of Commerce

2018 to 2025 — **Assistant to the President for Information Technology**, University of the Thai Chamber of Commerce

2018 to present — **Lecturer, Faculty of Science and Technology**, University of the Thai Chamber of Commerce

2023 to present — **Assistant Professor**, University of the Thai Chamber of Commerce

2017 to 2019 — **Special Lecturer, Information Technology**, Mahidol University

INDUSTRY AND ADVISORY

2023 to present — **Founder and Executive**, Mark Digital Academy

2026 — **AI Transformation Consultant, cross-functional initiative**, Generali Life Assurance (Thailand)

2024 to 2026 — **AI Transformation Consultant, AI champion projects, training and design thinking**, B.Grimm Power

2025 to present — **AI Transformation Consultant**, Srithai Superware

2008 to 2018 — **Founder and Chief Technology Officer**, Demon Wagon Game Studio, with earlier software and CIO roles at Profitarrowmarketing, Southern Methodist University and CPF IT Center

2021 — **Consultant, Master Plan for Personal Data Protection**, Office of the Personal Data Protection Committee

2017 to 2020 — **Expert in Artificial Intelligence and Cloud Architecture**, AiTi, University of the Thai Chamber of Commerce

2019 to 2020 — **Special Specialist, Information and Digital Transformation**, Department of Primary Industries and Mines, Ministry of Industry

2022 — **Digital Transformation Consultant**, SME Next Normal Project, Thai Chamber of Commerce

RESEARCH GRANTS

commissioned and funded

2025 to 2026 — **Principal Investigator**, Applying Digital and AI Technology to the Operational Efficiency of the Senate
Funded by Senate of Thailand

2025 to 2026 — **Co-Investigator**, Digital Trade Ecosystem to Support Sustainable Trade Transactions
Funded by ETDA under the CPTA programme

2025 to 2026 — **Co-Investigator**, Data Governance Framework for Mineral and Mining Data
Funded by Department of Primary Industries and Mines

2025 — **Principal Investigator**, Agentic AI Driven Programming Assistant for Teachers: Teacher-in-the-Loop Adaptive Learning and Real-Time Feedback
Funded by University research grant, University of the Thai Chamber of Commerce

2024 — **Principal Investigator**, Large Language Model Chatbot Question and Answer System for Higher Education
Funded by University research grant, University of the Thai Chamber of Commerce

2023 — **Principal Investigator**, Marketing Strategies and Game Consumption across the Game Life Cycle
Funded by True Corporation

2023 — **Principal Investigator**, Procedural Map Generation for Game Development
Funded by True Corporation

CERTIFICATIONS

Certified Digital Transformation Trainer, Digital Economy Promotion Agency, Thailand

Certified Proficiency in Data Protection and GRC, OCEG, Singapore

Certified Video Game Developer, The Guildhall at SMU, USA

Certified Design Your Life Trainer, Stanford University

Certified IoT with NetPie Trainer, NECTEC, Thailand

EDUCATION

Ph.D. in Computer Science (Ubiquitous Computing), Southern Methodist University, USA

Master of Interactive Technology, Southern Methodist University, USA

Master of Business Administration (Marketing), University of the Thai Chamber of Commerce

Bachelor of Science in Computer Science, First Class Honours, University of the Thai Chamber of Commerce

EXECUTIVE PROGRAMMES

2024	TepDE Senior Executive Program in Digital Technology, Martech and AI
2022	TopCATs Senior Executive Program in Service Innovation, 3rd generation
2022	Senior Executive Program, Ministry of Higher Education, Science, Research and Innovation (WiNSX)

TEACHING AND SPEAKING

75 programmes since 2018

Krungthai Bank, Generali Life Assurance, Srithai Superware, B. Grimm Power, Singha, Government Savings Bank, Thai Chamber of Commerce, PDPC, NDSI, Excise Department, NESDC, Ministry of Culture, Tourism Authority of Thailand, NIA

PUBLICATIONS

18 peer-reviewed, 2015 to 2026

JOURNALS, 3

2026. Nilyaporn, N., & Wangwiwattana, C.. Generative AI-based smart manpower planning and career development system for civil servants. *Procedia of Multidisciplinary Research, 4(10), 26*. link

2019. Wangwiwattana, C.. Fall detection with a single commodity RGB camera based-on 2D pose estimation. *International Journal of Development Administration Research, 2(2), 12-22*. link

2018. Wangwiwattana, C., Ding, X., & Larson, E. C.. PupilNet: measuring task evoked pupillary response using commodity RGB tablet cameras. *Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies, 1(4), Article 171*. doi

CONFERENCES, 10

2024. Wangwiwattana, C., & Meeyen, A.. Design through AI eyes: automating aesthetic assessments for learning graphic design concepts. *MIWAI 2024, Lecture Notes in Computer Science, pp. 336-347. Springer*. doi

2024. Wangwiwattana, C., & Jantarick, W.. Building intelligent academic service agents: FAQ extraction and chatbots with large language models. *InCIT 2024, pp. 370-375. IEEE*. doi

2023. Wangwiwattana, C., & Tongvivat, Y.. Automating academic assessment: a large language model approach. *InCIT 2023, pp. 330-334. IEEE*. doi

2022. Wangwiwattana, C., & Tongvivat, Y.. Semi-automatic short-answer grading tools for Thai language using natural language processing. *ICETM 2022, pp. 123-128. ACM*. doi

2022. Wangwiwattana, C., & Tongvivat, Y.. Semi-automatic short answers clustering and grading with K-means and keyword matching algorithms. *InCIT 2022, pp. 280-284. IEEE*. doi

2022. Tribuppachatsakul, W., & Wangwiwattana, C.. Brand personality analysis in social media network with topic modelling and word embedding. *Proceedings of the 7th International Sripatum University Conference*.

2019. Wangwiwattana, C., Sathienpaisal, E., Chaiwattanaphong, T., Singhapong, P., Janrathitikarn, O., & Akrawutpornpat, S.. Fall detection with a single RGB camera based on 2D pose estimation. *International Multidisciplinary Academic Conference, Bangkok*.

2018. Wangwiwattana, C.. Photoplethysmogram extraction with a mobile phone for meditation practices. *Proceedings of the 6th Academic Science and Technology Conference (ASTC 2018)*.

2015. Wangwiwattana, C., Rafiqi, S., Fernandez, E., Nair, S., & Larson, E.. PupilWare-M: cognitive load estimation using unmodified smartphone cameras. *IEEE MASS 2015, pp. 645-650*. doi

2015. Rafiqi, S., Wangwiwattana, C., Fernandez, E., Nair, S., Kim, J., & Larson, E. C.. PupilWare: towards pervasive cognitive load measurement using commodity devices. *ACM PETRA 2015, pp. 1-8*. doi

THAI-LANGUAGE PROCEEDINGS, 4

2024. นิรันดร์ ผลมูล และ ชัชชัย หวังวิวัฒนา. การใช้การเรียนรู้ของเครื่องเพื่อเพิ่มความรวดเร็วของการวิเคราะห์อนุมัติสินเชื่อส่วนบุคคลและลดปัญหาหนี้เสีย. *การประชุมวิชาการเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 16, 16(2), 405-412*. link

2024. วิชชา ณัฐญานธร และ ชัชชัย หวังวิวัฒนา. การศึกษาการพัฒนาระบบรวบรวมและกระจายข่าวสารด้านการเงิน และความปลอดภัยทางไซเบอร์ด้วย RPA. *การประชุมวิชาการเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 16, 16(2), 431-438*. link

2023. รจิต รามสูตร และ ชัชชัย หวังวิวัฒนา. การศึกษาออกแบบระบบเพื่อจัดการข้อมูลลูกค้าสินเชื่อเคหะของกลุ่มลูกค้าบุคคล. *รายงานการประชุม Graduate School Conference, 6(1), 344*. link

2022. ศุภณัฐ นิยมค้า และ ชัชชัย หวังวิวัฒนา. การประยุกต์เหมืองข้อมูลในการศึกษาลักษณะของผู้ใช้บริการที่บัญชีไม่เคลื่อนไหวผ่านการทำแบบจำลอง Clustering. *DPU International Conference on Business Innovation and Social Sciences 2022, pp. 908-918*. link

PREPRINTS, 1

2021. Wangwiwattana, C., Aggarwal, S., & Larson, E. C.. Writers gonna wait: the effectiveness of notifications to initiate aversive action in writing procrastination. *arXiv preprint arXiv:2101.10191*. link