

PATARAWARAN (PANTHER) WITOOKKOLLACHIT

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EDUCATION

- University of Southern California, Marshall School of Business** **Los Angeles, California**
Master of Science, Business Analytics (STEM) **Expected May 2025**
- Coursework Skills: A/B Testing, Hypothesis Testing, Project Management, Pricing Strategy, Machine Learning Algorithms, Decision Making with Analytics
- Thammasat University, Thammasat Business School** **Bangkok, Thailand**
Bachelor of Accounting (Integrative Business Accounting) | GPA 3.55/4.00 **Nov 2020**

WORK EXPERIENCE

- Accenture** | Consulting Development Analyst **Bangkok, Thailand**
Digital Personal Loan Products (B2C) & Digital Securities Platform (B2C/B2B) **Mar 2021 – May 2023**
- Streamlined Thailand's bond market filing processes, decreasing paperwork by 80% and enabling real-time settlement through strategic requirements development, fit-gap analysis, and project management facilitation.
 - Synchronized the development roadmap of a digital lending platform collaboratively with developers and stakeholders, resulting in a successful launch and integration within a 2-month period.
 - Enhanced the UX/UI design and functionality of a digital lending platform, boosting user experience for approximately 12M users and enhancing performance, through cross-functional collaboration with the client's Product and Strategy teams.
 - Convinced EVP-level client executives to adopt higher-value CRM features, resulting in an extended engagement and a 90% increase in buildable hours.
 - Launched Thailand's first digital bond platform, enabling over 8,500 investors to participate in \$138 million of bond issuance by optimizing procedures, refining designs, and reducing the minimum purchase amount.
 - Spearheaded the digital transformation strategy for Krung Thai Bank's HR, expected to benefit 30,000 employees by streamlining workflows and enabling automation across over 700 HR processes, achieved through detailed analysis and comprehensive change impact assessments.
 - Onboarded 6 new team members by conducting software training sessions and outlining job requirements, contributing to improved team productivity.
- PricewaterhouseCoopers (PwC)** | Audit Intern **Bangkok, Thailand**
Entertainment and Telecommunication Department **Jan 2020 – Mar 2020**
- Utilized Microsoft Excel extensively to perform financial audit to ensure financial statements and controls are in accordance with established accounting principles (TFRS) in addition to corporate policies and workflows.
 - Created audit reports detailing organizational figures, such as revenues, inventories, and PPE assets to achieve internal process improvement and increase efficiency with adoptable procedures.
 - Compiled and produced working papers for high-priority audit areas, such as revenues and leases by vouching data.

EXTRA CURRICULAR ACTIVITIES

- MSBA 3rd Annual Case Competition** | Semi-finalist **Los Angeles, California | Fall 2023**
- Directed the data-driven selection of 3 optimal cold storage facility locations across the US by applying spatial analysis techniques to unstructured data and formulating a comprehensive strategy.
 - Led a cross-functional team to successfully submit competition deliverables within the designated deadline, fostering a collaborative and cohesive teamwork environment.
- Accenture** | Vaccine Registration Platform Analyst – *Digital Health Passport (B2B/B2C)* **Bangkok, Thailand | Jul 2021**
- Designed and developed user stories to guide the creation of a vaccine registration platform, facilitating appointment scheduling for millions of Thai citizens in Bangkok and metropolitan areas.
 - Built a website integrated with an existing application, streamlining vaccination scheduling for over 20 million users, and enabling an accelerated process.
- Faculty of Accountancy and Commerce SMEs Project** | Volunteer **Bangkok, Thailand | Jan 2020 – Mar 2020**
- Partnered with local grocery business to evaluate current operations, identify pain points, and long-term aspirations.
 - Revamped product offerings, online channels, and accounting practices to boost profitability by 150% in 6 weeks.

SKILLS, CERTIFICATIONS, and INTERESTS

Professional skills: Microsoft Office, Jira/Confluence, Prototyping (Figma), Python, SQL, Big Data, JMP, API implementation, Generative AI, Data Visualization, Linear Optimization Modeling

Relevant Certifications: Product Management First Steps (LinkedIn), Career Essentials in Generative AI (Microsoft), Tools for Data Science (IBM)

Hobbies: *Fitness:* passionate about functional weight training. *Literature:* set a goal to finish at least 2 books a month.