

# Patt Chokchainant

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## EXPERIENCE

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**Senior Product Manager** Dec 2025 - Present  
Coffey Ventures | *Series A B2B SaaS Platform for SMBs in F&B* Seattle, WA

- Defined product strategy and roadmap across 3 product lines (POS, mobile ordering, merchant portal), synthesizing insights from SQL analysis in Looker and 30+ user interviews, securing leadership alignment on H1 priorities
- Led AI transformation of end-to-end product development workflows (Claude Code, MCP) for rapid prototyping, PRD authoring, and ticket creation across product, design, and engineering, reducing feature cycle time by 60%

**Senior Product Manager (AI Copilot for Customer Support)** May 2022 - Mar 2025  
SCB 10X AI Lab | *\$15B Thai Financial Group's Technology Arm* Bangkok, Thailand

- Secured \$2.4M+ investment to build Thailand's first open-source LLMs by translating POC results and risk assessments into executive-level product strategy, aligning VP and C-level stakeholders across six business units on phased rollouts
- Led end-to-end product delivery of AI copilots integrated with Salesforce CRM, partnering with ML engineering and compliance teams to build production-ready RAG systems, reducing customer service resolution time by 88%
- Drove knowledge base retrieval optimization by analyzing 2M+ chat interactions and survey data using SQL and Python, identifying top failure patterns and coordinating fixes across engineering and content, improving relevancy by 35%
- Defined AI governance framework to ensure compliance with BOT, PDPA, and internal bank policies, achieving 95% secure interaction rate across 30+ enterprise customers with 87% CSAT

**Product Manager (Investment Personalization)** Jul 2021 - May 2022  
Finnomena | *Series B FinTech Investment Platform (\$1B+ AUM)* Bangkok, Thailand

- Led 0 to 1 portfolio simulation and projection feature (Franklin Templeton API integration), enabling financial advisors to generate personalized investment plans, growing session engagement by 20% and CTR by 35%
- Identified three critical usability issues by validating wireframes through 20+ user interviews and 500+ surveys, designed and shipped intuitive onboarding achieving 60% adoption among 3,000+ financial advisors in two weeks

**Data Consultant (Conversational AI Chatbot)** Oct 2019 - Jul 2021  
Sertis | *Data and AI Consulting Firm* Bangkok, Thailand

- Built AI commerce chatbot on 7-Eleven Thailand app (16M+ MAUs), designing intent recognition and entity extraction, mapping conversation flows across two distribution channels and 13M+ daily transactions, increasing AOV by 14%

## SELECTED PROJECT

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**Typhoon: Open-source Thai Multimodal Models (LLMs, VLMs, Voice)** | [Website](#) | [arXiv](#) (70+ citations)

- Led program management across three workstreams (research, data, product) and GTM strategy, scaling Typhoon to 320K+ Hugging Face downloads, 23M+ API calls, and 6K+ developers within six months of launch
- Defined multimodal AI roadmap (LLMs, VLMs, voice) and oversaw pretraining on 3+ TB corpora, supervised fine tuning with human-in-the-loop (HITL) and LLM-as-a-Judge evaluation pipelines

## EDUCATION

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**University of Washington** Seattle, WA  
M.S. in Information Management, AI and Data Science | *Dean's Scholarship* | *GPA 3.96* Aug 2025

**Chulalongkorn University** Bangkok, Thailand  
B.B.A. in Finance and Accounting | *GPA 3.88* May 2019

## TECHNICAL SKILLS

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**Product Management:** Product Strategy, Roadmap Planning, Stakeholder Management, GTM Strategy, User Research, Usability Testing, A/B Testing, Agile/Scrum, JIRA, Confluence, Asana, Figma, PMP, PMI-ACP

**AI/ML and Data:** Agentic Workflows, LLM APIs (OpenAI, Anthropic), Rapid Prototyping, RAG, Model Evaluation

**Software Development:** HTML, CSS, JavaScript, Git, Vercel, API Integration, SDLC

**Data Analysis:** SQL, Python, BigQuery, Looker, Tableau, Amplitude, MixPanel, Google Analytics