

Narudon Wannaphanom

Chief Technology Officer | Engineering Leader | Full-Stack Architect

097-169-5909 | don3@narudon.me | Bangkok, Thailand | [linkedin.com/in/narudon-wannaphanom](https://www.linkedin.com/in/narudon-wannaphanom)

PROFESSIONAL SUMMARY

Seasoned technology executive with 12+ years of progressive experience spanning software engineering, product ownership, and C-suite technology leadership. As a hands-on CTO, I maintain deep technical involvement — dedicating approximately 50% of my time to active coding — while simultaneously driving organizational design, engineering culture, and strategic product direction. I have led cross-functional teams of up to 50 people encompassing developers, BA, DevOps, and design, and have scaled engineering organizations from the ground up. My philosophy centers on **Performance Culture with Innovation**: a well-designed system and workflow creates great teams, and great teams build great products. I believe in deeply understanding tools before adopting them, ensuring that technology choices are intentional, sustainable, and business-aligned. Comfortable bridging the gap between engineering complexity and business stakeholders, I bring both architectural vision and people leadership to every role I take on.

PROFESSIONAL EXPERIENCE

Chief Technology Officer (CTO)

InsightEra Co., Ltd.

2023 – Present

- Lead and manage a dedicated development team of 5–10 engineers, overseeing full software delivery lifecycle for Social Listening and Social Media Analytics products.
- Define and drive the overall technical architecture across all layers — frontend, backend, infrastructure, and data pipelines — to support product scalability and reliability.
- Spearhead R&D; initiatives to evaluate and integrate emerging technologies, with a focus on Generative AI applications for enterprise use cases.
- Own and control the IT budget for the engineering division, ensuring cost-efficiency across cloud and tooling expenditure.
- Built and launched **GENA**, an internal AI platform designed to streamline the creation and deployment of AI models for enterprise clients.
- Enhanced the performance and scalability of Social Listening and Social Media Analytics products to support rapid business growth.
- Actively contribute as a hands-on engineer (approx. 50% coding time), working in Kotlin, Go, TypeScript, and cloud-native stacks.

Chief Technology Officer (CTO)

Magic Box Solutions Co., Ltd.

2019 – 2023

- Served as CTO of an expanded entity spun out from Magic Box Asia, inheriting and scaling the engineering organization to support growing enterprise client demands.
- Managed a team of up to 50 people across development, BA, DevOps, and design functions — responsible for team structure, hiring, workflows, and performance.
- Owned full technology strategy including architecture decisions, platform selection, and infrastructure planning on AWS and cloud-native environments.
- Led budget planning and forecasting for the entire technology function.
- Delivered enterprise-grade mobile and web applications for major financial clients: **SCB-Life**, **FWD Insurance**, **FWD Financial Need Analytics**, and **FixTab**.
- Established engineering best practices and built a healthy engineering culture grounded in ownership, code quality, and continuous improvement.

Senior Software Engineer → Engineering Lead

Magic Box Asia Co., Ltd.

2017 – 2019

- Joined as a Senior Software Engineer and progressively took on team-building and leadership responsibilities.
- Built and managed the development team from scratch, establishing hiring standards, onboarding processes, and technical culture.
- Key deliverables included enterprise insurance applications: **SCB-Life Application** and **FWD Application**, deployed to production with high reliability standards.

Product Owner

OTV Co., Ltd.

2016 – 2017

- Managed the product roadmap and technical delivery of a Video-on-Demand (VOD) web platform.
- Led a full-scale rebuild and modernization of the www.otv.co.th platform, improving performance, user experience, and content delivery capabilities.
- Coordinated between business stakeholders and the engineering team to align delivery with product vision.

Senior Software Engineer

MyNetwork and Solutions Co., Ltd.

2015 – 2016

- Developed and maintained network management and data analytics systems.
- Built an internal VoIP communication application enabling efficient cross-country voice calling — replacing costly external communication tools.
- Departed following company closure.

Software Engineer

MovePlus Co., Ltd.

2012 – 2015

- Developed software systems for customer data management and analytics as part of a cross-functional engineering team.
- Built and launched the **ITax Application**, enabling customers to calculate tax obligations accurately and efficiently — one of the company's flagship client-facing tools.

TECHNICAL & LEADERSHIP SKILLS

Languages	Kotlin, Java, JavaScript, TypeScript, Golang
Frontend / Backend	Full-Stack Development (Backend-heavy with Frontend proficiency)
Architecture	Microservices, Event-Driven Architecture, Kubernetes, RESTful & GraphQL APIs
Cloud & DevOps	AWS, DigitalOcean, CI/CD Pipelines, Container Orchestration, Infrastructure as Code
AI & Data	Generative AI integration, AI Platform development, Data Pipeline design
Leadership	Team Building from Zero, Scaling Engineering Teams (up to 50 people), Architecture Vision, Workforce Planning
Business	Budget Planning & Control, Stakeholder Communication, Product Strategy, OKR/KPI alignment
Philosophy	Performance Culture with Innovation — systems-first thinking, tool adoption with deep understanding

EDUCATION

Bachelor of Science in Computer Science

Silpakorn University

Graduated 2013

LANGUAGES

Thai — Native | English — Professional Working Proficiency