

COMPANY PROFILE 2026

Digital Ecosystem Architect & Tech- Lifestyle Strategist

Chittakorn Khamthun · จิตรกร คำทูน

Chittakorn Corporation Co., Ltd. · The Agile Sage

CHITTAKORN.COM



Nearly three decades. Every digital era — lived, not read.

For more than 27 years I have worked in IT and digital. Today I combine that experience with generative AI to design websites, business systems and digital experiences that are simple, practical and ready for a changing world.

Specialists are easy to find. What organisations usually lack is the person who connects systems, design, marketing and AI into one working whole. That is the role I play.

27+

YEARS IN DIGITAL

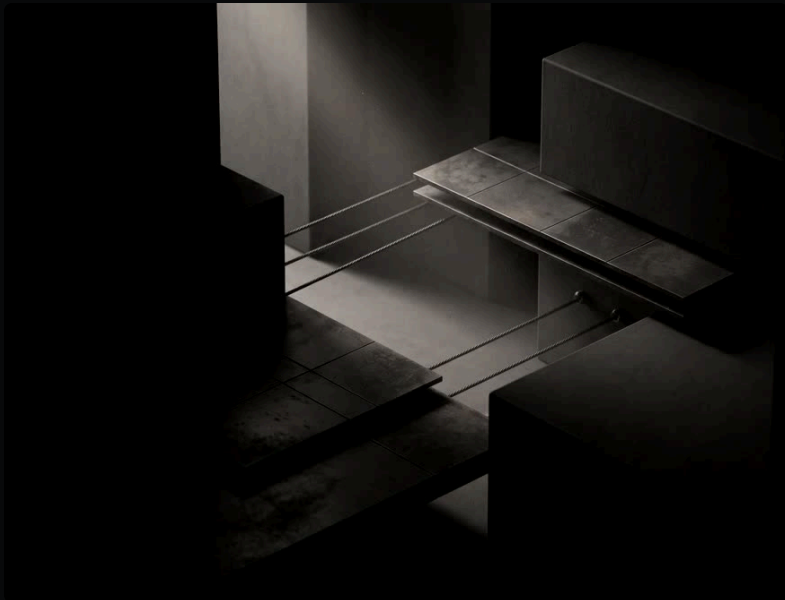
12,000+

SKUS ONBOARDED

6

AWARDS WON

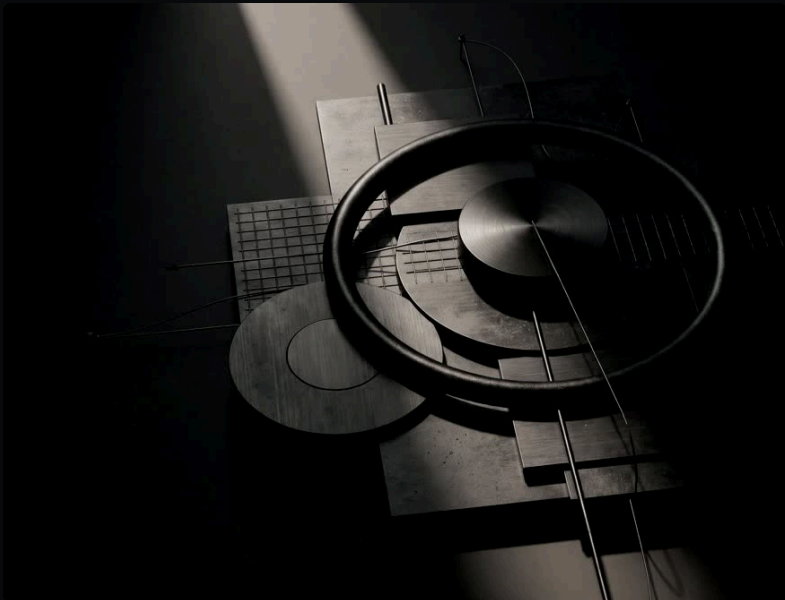
Four digital eras, from infrastructure to AI



01 • 1999 – 2011

The Foundation

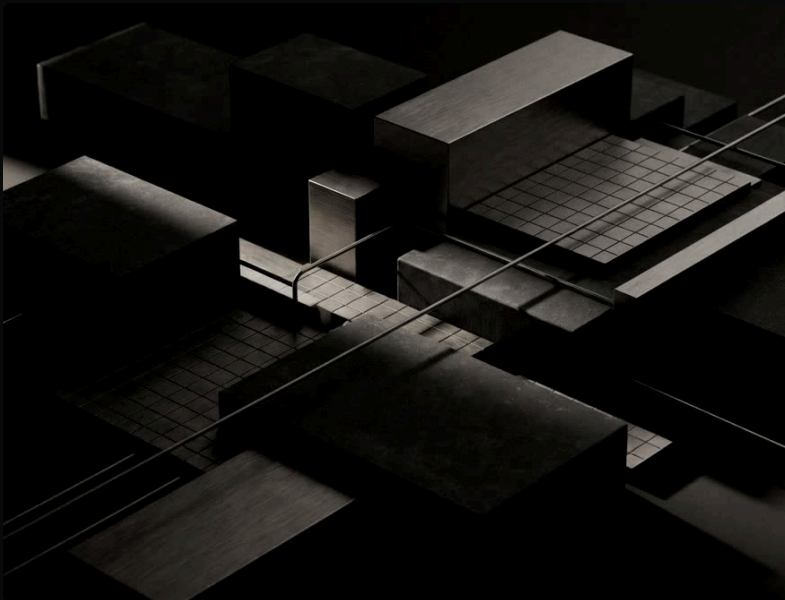
IT Manager at Bureau Veritas Thailand — infrastructure, servers, backup and network security.



02 • 2009 – 2014

The Visual Aesthetic

Photography and art direction. 1st place in the WooThemes Photo Contest; 3rd place in the Bureau Veritas Photo Contest, Paris.



03 • 2013 – 2018

The E-Commerce Scaling

Grew PlanToys’ online sales to over 1 million baht a year, then scaled ThailandPostMart at BEC-TERO.



04 • 2019 – Present

The AI & Tech-Lifestyle Strategist

AI workflows that cut media production costs by more than 75% while keeping cinematic quality.

Every service stands on three pillars

Built so that business results come in order: trust makes efficiency possible, and efficiency drives growth.

01

Build Trust

Systems organisations can rely on

2016

Trusted e-commerce award · DBD

02

Increase Efficiency

Lower cost, higher output

75%+

Lower media production cost with AI
orchestration

03

Drive Growth

Growth that lasts

50+

Silver Economy — the overlooked high-
spending segment

Systems organisations can rely on

Credibility is the most valuable currency online. I turn your website into a secure, fast and seamless business asset.

SIGNAL METRIC

2016

Trusted e-commerce award · Department of
Business Development (DBD)

01

Enterprise Website

Rebuilt the library website of King
Prajadhipok's Institute end to end, and was
trusted to run it for more than three years.

02

Trust Architecture

Corporate data structure, strong security
and proven work, built to the e-commerce
governance standards boards and
government bodies rely on.

03

Core Web Vitals

A faster site means more business. Tuned to
pass Google's thresholds — proven on
every page of chittakorn.com.

04

E-Commerce Architecture

Online stores buyers trust: complete
product data and SMS updates at every
step — proven on ThailandPostMart.

Lower cost, higher output

Break the limits of time and budget — real experience in systems, storytelling and imagery, with AI accelerating every step.

SIGNAL METRIC

75%+

Lower media production cost with AI orchestration

01

AI Workflow

Do more without a bigger team: redesign the process, remove duplicate work, and automate what repeats.

02

Content Automation

Produce more and create better: strategy and storytelling that sell, through a faster, leaner production process.

03

Knowledge Management

Organisational knowledge that is easy to reach — structured so teams find it and use it, instead of asking person to person.

04

Cinematic Production

A stronger brand image without higher cost: brand photography and art direction that people remember.

Growth that lasts

Open the door to high-spending markets, and raise your organisation’s digital standard in line with national policy.

SIGNAL METRIC

50+

Silver Economy — the overlooked high-spending segment

01

Executive Strategy

Digital strategy set together with executives of leading companies and organisations in Thailand — what to do first, and how to make it work.

02

O2O Marketing

Seamless experiences between offline and online that lift sales and brand loyalty.

03

Silver Economy

Reaching high-spending consumers aged 50+ through universal-design UX/UI and content strategy — see it at 6ty.plus.

04

Digital Transformation

Moving traditional businesses fully and sustainably into the digital economy — read the thinking at chittakorn.com/wisdom.

thailandpostmart.com

Thailand Post's online marketplace. As eCommerce Director at BEC-TERO I scaled it — sourcing community products, controlling every product description, and a TV series that took viewers to meet producers across the country.

12,000 community products onboarded in 8 months, and the team led through the official launch in 2018.

12,000+

SKUS LIVE

38

TV EPISODES ON AIR

77

PROVINCES REACHED

Six awards, in Thailand and abroad

- 2017

e-Commerce Website Award — Outstanding Design

DBD · myshop.in.th
- 2017

Thailand e-Commerce Awards: People’s Choice — Favorite in ChoomChon Brand of the Year

ETDA · myshop.in.th
- 2016

e-Commerce Development Award — Excellence in Trust (Trusted)

DBD · plantoys.com
- 2015

e-Commerce Development Award — Outstanding Design, Business Presentation

DBD · plantoys.com
- 2014

1st Place, Photo Contest

WooThemes (now WooCommerce)
- 2009

3rd Place, Photo Contest

Bureau Veritas · Paris, France



2015 · DBD



2017 · DBD



2017 · ETDA

Real classrooms across Thailand



National E-Commerce Standard

Worked with ETDA on the national online-business curriculum, through the SMEs Go Online program.



ELECTRONIC TRANSACTIONS
DEVELOPMENT AGENCY (ETDA)



Business Transformation

Speaker for Young Digital Warrior, teaching young people, students and new entrepreneurs to earn through e-commerce.



DEPARTMENT OF BUSINESS
DEVELOPMENT, MINISTRY OF
COMMERCE



Grassroots & OTOP Scaling

Set up systems and trained local-government staff in all four regions to bring OTOP products into e-commerce.



THAMMASAT UNIVERSITY



Digital Adaptation

Speaker for the provincial program “No Change, No Survival: Online 4.0”.



PROVINCIAL COMMERCE OFFICES &
THAIHEALTH

A selection of projects — there are many more.

Every service, proven first on my own sites

STRATEGY

chittakorn.com

Trust Architecture Executive Strategy

Digital Transformation

My first proof: a credibility structure built to WCAG 2.2 AA, with articles drawn from real experience.

INNOVATION

playhardsmartwork.com

Core Web Vitals AI Workflow Content Automation

The media lab behind YouTube @PlayhardSW and its website — clips turned into SEO articles automatically by an AI system I built.

FUTURE / HUMAN INSIGHT

6ty.plus

Silver Economy AI Workflow Core Web Vitals

A place to pause and read at a slower pace, run by an AI pipeline I designed end to end — writing, images, even music.

MARKET / COMMERCE

myshop.in.th

Trust Architecture E-Commerce Architecture

Cinematic Production

An online store that took community handicrafts from Khon Kaen to premium products, and became a learning model for SMEs.

Why Chittakorn?

01

Trust Engine

All of my experience fused into one framework, delivered through three pillars: build trust, increase efficiency, drive growth.

02

27 years, 4 digital eras

From enterprise infrastructure and internationally recognised design to e-commerce and AI workflows — lived, not read.

03

One system, not many specialists

The problem is rarely a lack of experts. It is the lack of someone who makes systems, design, marketing and AI work as one.

TRUSTED BY

Thailand Post
ETDA

Toyota
ThaiHealth

AOT
AIS

Nivea
PlanToys

Schwarzkopf
King Prajadhipok’s Institute

Converse

STRATEGIC CONSULTATION

Ready for a strategic conversation?

Our first conversation starts with your organisation's structural problem, not with introductions. It takes about 45 minutes and ends with a clear view of what to act on first. If the challenge is not something I do best, I will tell you plainly.

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CONTACT FORM (ENGLISH WELCOME)

chittakorn.com/contact

REPLY WITHIN 2 BUSINESS DAYS