PAIR UNGKANA KERTTONGMEE

Psychology · Human-Centred AI · Digital Transformation

Bangkok, Thailand | pairungkana.com | Research and professional collaborations

PROFESSIONAL PROFILE

Multidisciplinary professional working across counselling psychology, data analytics, AI and enterprise digital transformation. Experience spans engineering, international business, technology consulting and group-level technology leadership. Currently Director of Analytics & AI at Bangkok Cable (BCC), Founder of The Better You, PhD Candidate at Chiang Mai University and Visiting Researcher at the University of Oulu. Research interests centre on clinical knowledge-guided conversational AI, responsible digital mental health, explainability and human–AI interaction.

SELECTED AREAS OF EXPERTISE

Enterprise AI strategy · Data analytics · Digital transformation · Technology governance · Organisational adoption · Counselling psychology · Human-centred AI · Digital mental health research

CURRENT AND RECENT APPOINTMENTS

Visiting Researcher

Oct 2026–Present

University of Oulu · Finland

- Participating in the ACMod research environment, exploring affective computing, emotion modelling and human–AI interaction.
- Focus on interdisciplinary questions connecting psychological knowledge, adaptive conversational systems and responsible AI.

Director of Analytics & AI

May 2025–Present

Bangkok Cable (BCC) · Thailand

- Lead group-level digital technology and AI priorities across enterprise applications, data, cloud and infrastructure, cybersecurity and digital transformation.
- Shape data and AI capabilities to support decision-making, operational improvement and long-term business strategy.
- Work across executive, business and technology stakeholders on technology governance, risk, organisational adoption and change.

Founder

Jul 2024–Present

The Better You · Thailand

- Founded a psychology and human-development initiative centred on self-understanding, psychological wellbeing and practical psychoeducation.
- Developing Rewriting You, a programme concept focused on clarity, courage and self-compassion; programme remains in development.

Analytics Consulting Leadership

2022–2025

True Digital Group · Thailand

- Held the role of Head of Data Analytics and AI Consultant, working on analytics and AI consulting for organisational decision-making.
- Applied large-scale data and analytical approaches to business challenges in a telecommunications technology environment.

EARLIER PROFESSIONAL EXPERIENCE

Associate Consultant Feb 2019–Feb 2022
KPISOFT · Thailand
Consulting experience in business processes, data analytics and technology-enabled organisational performance.

Assistant Program Manager Oct 2016–Feb 2018
Autodesk · Thailand
Supported digital manufacturing and smart-city platform initiatives, project development and implementation, and stakeholder coordination. Contributed to public-sector innovation including cultural heritage digitisation.

Assistant Program Manager Feb 2014–Dec 2015
SVI Public Company Limited · Thailand
Coordinated the Linak A/S business unit across production, customer requirements, supply chains and continuous process improvement.

International Development Specialist 2012–2014
Pruksa Real Estate · Thailand
Supported international feasibility work, organisational setup and process improvements relating to overseas projects.

Mechanical Process Engineer 2009–2011
Western Digital (Thailand)
Worked on manufacturing-process quality, yield improvement and reduction of defects and scrap costs.

DOCTORAL RESEARCH

Clinical Knowledge-Guided Adaptive AI Interviews for Depression Screening
PhD research · College of Arts, Media and Technology (CAMT), Chiang Mai University, Thailand

- Investigates PHQ-9 and DSM-5-informed adaptive questioning, evidence completeness, transparency and explainability.
- Explores Active Listening, participant self-reflection, safety escalation and appropriate clinician handoff.
- Ongoing research; no empirical clinical-effectiveness findings or deployment claims are made.

EDUCATION

Doctor of Philosophy (PhD), Digital Technology Management | Chiang Mai University · 2025–Present
Research focus: human-centred AI, explainable AI and digital mental health.

Master of Science, Digital Technology Management | Chiang Mai University · 2022

Master of Science in Psychology (Counselling Psychology) | Ramkhamhaeng University

Engineer's Degree, Engineering/Industrial Management | Silpakorn University · 2006

International E-Business Certificate | Hove College, Brighton, United Kingdom · 2010