

# HUNG HUY NGO

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## EDUCATION

### **JOHNS HOPKINS UNIVERSITY**

USA

- Master of Science in Civil Engineering (August 2014)
- GPA: 3.64/4.0, GRE: Quantitative 800/800
- VEF Fellowship (2012-2014): Awarded to 40 out of more than 1000 Vietnamese applicants worldwide
- Johns Hopkins University Civil Engineering Department Research Fellowship (2012-2014)

### **KYOTO UNIVERSITY** (No.7 in QS World University Rankings in Civil & Structural Engineering in 2013)

Japan

- Bachelor of Science in Civil Engineering (March 2011)
- MEXT (Japanese Government) Full Scholarship for 5 years 2006-2011: Awarded to the top 30 of more than 50,000 students from top universities in Vietnam

### **NATIONAL UNIVERSITY OF CIVIL ENGINEERING** (Top University in Vietnam in Civil Engineering)

Vietnam

- Bachelor of Science in Civil Engineering (1<sup>st</sup> semester GPA: 9.13/10, Rank: 2/3000) *Sep 2004 - Jan 2006*

## EXPERIENCES

### **SHOPEE**

Vietnam

#### *Operations – Head of Fraud*

*Sep 2022 – Jan 2024*

- Oversaw all aspects of fraud detection, prevention & recovery to protect the company from fraud and financial loss
- Developed and constantly improved anti-fraud system with a contribution of \$1M+ monthly saving
- Conducted restructuring of Fraud function (50+ members) and optimized business processes/policies to maximize function performance
- Cooperated closely with relevant business functions including Marketing & Business Development to optimize sales campaigns and promotions while improving customer experience

#### *Business Development – Category Management (CM)*

*Feb 2020 – Aug 2022*

- Developed and implemented platform-wide seller management strategies and set effective KPIs for Key Account Managers (KAMs) to best grow sellers and maximize sales
- Directly led and oversaw FMCG categories including Grocery & Pet Supplies. Drove sales growth via optimization of assortment, pricing strategy and stock management
- Designed and executed effective category merchandizing campaigns to engage customers, optimize conversion rate and maximize sales

#### *Marketing - Campaign Lead*

*Aug 2019 – Jan 2020*

- Designed and implemented platform-wide Mega and BAU marketing campaigns to drive sales and brand awareness
- Conducted marketing campaign budget planning and optimized promotions to optimize conversion rate

### **THE BOSTON CONSULTING GROUP**

Vietnam/SEA

#### *Senior Associate*

*Oct 2017 – June 2019*

- Designed and implemented transformation program for a leading retailer (80+ supermarkets, 200+ grocery stores) in Vietnam. Key focus areas including: reviewed brand positioning & value proposition, defined winning retail store model (store format & location, layout & design, merchandizing, inventory management, etc.), provided guidelines and implemented store set-up & rejuvenation
- Designed and implemented end-to-end restructuring of the largest power company in Southeast Asia (\$35+ billion worth of assets; 35,000+ employees) with a focus on people and transition management
- Validated business processes and ensure end-to-end integration of lean and digitized processes for the first automotive OEM in Vietnam (\$3.5+ billion initial investment)
- Developed domestic growth and international expansion strategy for a top hotel operator in Vietnam (17+ hotels/resorts, 10,000+ rooms) with key areas including digital capabilities, development of customized CVP, concept prototype and business model

### **CHODAI** (No.1 Bridge Construction Engineering Firm in Japan, Sales \$250+ Million, 1000+ Employees)

Japan

#### *Structural Engineer (International Division)*

*Apr 2015 – Sep 2017*

- Generated \$100+ million in cost savings for client (a state-owned rail transport agency of Bangladesh) by proposing new approach for the structural design of a \$600+ million railway bridge project
- The only engineer of 100 in the division to be promoted to team leader in a detailed design project at under 30 years of age. This position requires an extensive amount of knowledge and experience in structural design

- Led 6-person team to provide basic structural design to two \$100+ million bridge construction projects. The project outcomes include: survey data analysis, computational analyses of bridge structures, provision of functional and cost-effective structural solutions, cost estimation

**JAPAN TRANSPORTATION CONSULTANTS** (Top 5 Railways Engineering Firm in Japan)  
*Civil Engineer (International Division)*

Japan

May 2011 - July 2012

- Featured Project: Assisted Chief Project Manager in managing a \$150+ million railways project in Indonesia that involved 70+ design engineers (20+ international experts & 50+ local engineers). Key responsibilities including: managed product quality and project progress, oversaw indirect procurement, managed daily project operations, managed client and relevant stakeholders.

**JOHNS HOPKINS UNIVERSITY**  
*Graduate Research Assistant*

USA

Sep 2012 - Aug 2014

- Contributed to the development of design specifications for Cold-Formed Steel (CFS) framed buildings by conducting numerical and experimental research

**RECOVERY ASSISTANCE CENTER OF MIYAGI** (Volunteer Organization)  
*Co-Team-Leader*

Japan

Aug 2015 – Sep 2017

- Co-leading a team of 6 to manage a class of 20 children emotionally and physically affected by the Great East Japan Earthquake, helping these children heal their psychological scars and develop their confidence and proactive mindset through weekend camps

**VIETNAMESE YOUTH AND STUDENT ASSOCIATION IN KYOTO CITY** (150+ members)  
*Vice-President*

Japan

2009

- Co-organized the Vietnam-Japan Scientific Exchange (VJSE) conference with 50+ technical papers presented; attracted 150+ researchers and students from research institutes and companies in both Japan and Vietnam

*Captain, Vietnamese Association Soccer Team in Kyoto*

May 2007 - March 2011

- Developed and implemented training plan for a 30+ member team and assumed a leading role in organizing annual soccer tournaments with the participation of 8+ soccer teams in the Kansai region of Japan

**OTHER**

- Languages: Vietnamese (native), English (fluent), Japanese (fluent)
- Publications: "Fastener-Based Computational Models with Application to Cold-Formed Steel Shear Walls" (2014). 22<sup>nd</sup> International Specialty Conference on Cold-Formed Steel Structures, St. Louis, Missouri, USA (Co-author)