

Kevin Ho (Ho Say Vinh)

Target Position: CRM Application Development Manager

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PROFESSIONAL SUMMARY

Results-driven IT leader with 15+ years of experience in CRM, Digital Platforms, and Application Development across the F&B and Retail industries. Proven success in architecting and deploying scalable CRM, CDP, and AI-powered customer engagement systems that enhance operational efficiency and business growth. Skilled at aligning technology initiatives with strategic business goals, leading cross-functional teams, and delivering high-impact digital transformation projects on time and within budget.

CORE COMPETENCIES

CRM Development | Customer Data Platform (CDP) | Loyalty Systems | API & Middleware Integration | AI-Driven Personalization | .NET & C# | SQL Server | Kafka | Microservices | Retail & E-Commerce | Cloud Solutions | Project Management | Stakeholder Communication | Data Accuracy & Integrity | Team Leadership

DIGITAL TRANSFORMATION IMPACT SUMMARY

- Delivered 40% digital sales contribution and 35% loyalty program growth across 100+ Pizza Hut outlets.
- Led multi-country digital rollouts (Vietnam, Cambodia, Thailand) under Maxim's Caterers' regional framework.
- Designed and implemented AI-powered CRM, CDP, and voice-ordering solutions driving automation and customer engagement.

PROFESSIONAL EXPERIENCE

• Regional Digital Project Manager

Maxim's Caterers | 07/2024 – 02/2025

- Managed regional digital initiatives across Vietnam, Cambodia, and Thailand including POS, BYOD, and internal productivity tools.
- Deployed Employee Social Network and BYOD digital ordering systems, aligning with corporate standards.

- Coordinated with vendors (Grab, ShopeeFood, Zalopay, MOMO) to develop CRM-integrated features for Starbucks Vietnam.
- Proposed new digitalization tools (Labor Schedule, Paperless System) to replace manual workflows.

- **Digital Application Development Manager**

Pizza Hut Vietnam | 03/2020 – 05/2024

- Led the end-to-end development of digital platforms (Website, Mobile App, BYOD, Loyalty & CRM).
- Built and mentored a 15-member cross-functional development team (developers, BI, ERP, API).
- Architected middleware API to connect CRM, POS, and Food Aggregators, ensuring seamless data flow.
- Established a BI reporting team to provide self-service dashboards, improving decision speed.
- Delivered 40% digital sales contribution by Dec-2023, optimizing customer journeys and data accuracy.

- **Application & Online Supervisor / Senior Developer / Software Developer**

Pizza Hut Vietnam | 04/2014 – 02/2020

- Supported ERP (SAP B1) implementation and integration with POS and digital systems.
- Developed PO Manage Tool, Facebook Chatbot ordering, and e-invoice integration to BKAV.
- Provided application maintenance, end-user training, and database administration.

- **Software Developer**

Blue Ball Co., Ltd (Thailand) | 09/2012 – 04/2014

- Developed and maintained web-based banking systems using C# (ASP.NET) and SQL Server.

- **Software Developer**

Young Co., Ltd | 12/2008 – 06/2012

- Developed POS and Retail Management Software for multiple retail brands (Ashima, Vascara, Soho Coffee).

SELECTED PROJECTS

- **CRM & LOYALTY INTEGRATION PLATFORM – Pizza Hut Vietnam**

06/2020 – 05/2024 | Role: Technical Lead / Solution Architect

- Designed and led the omni-channel CRM & Loyalty platform integrating website, mobile app, and BYOD ordering systems.
- Unified customer data across POS, Voucher, and Loyalty modules to enable behavior tracking and personalization.
- Collaborated with Jardine Restaurant Group (JRG) and YUM Brands for UX/UI, security, and compliance.
- Achieved 35% YoY increase in loyalty participation through data-driven engagement features.
- Tech: .NET 8.0, RESTful API, ReactJS, Node.js, SQL Server, Braze, FullStory, GA4.

• CUSTOMER DATA PLATFORM (CDP) – Google Cloud Infrastructure

06/2021 – 05/2024 | Role: Project Lead / Data Integration Architect

- Implemented Google Cloud CDP to centralize customer interaction data from multiple digital touchpoints.
- Developed data pipelines and APIs for real-time integration between POS, web, app, and aggregator systems.
- Enabled AI-driven customer segmentation and automated campaign triggers via CRM integration.
- Delivered 40% faster campaign deployment and improved conversion rate through targeted analytics.
- Tech: Google Cloud, BigQuery, .NET Core, API Gateway, SQL Server, Power BI.

• AI-POWERED VOICE ORDERING KIOSK (NLP PROJECT)

12/2022 – 05/2024 | Role: Project Lead / Technical Architect

- Spearheaded an AI-based voice-activated KIOSK ordering system using Natural Language Processing (NLP).
- Designed an AI engine to interpret customer intent and recommend personalized menu options.
- Integrated voice module with POS and CRM for seamless, real-time order execution.
- Reduced ordering time by 20% and improved customer satisfaction scores through intuitive UX/UI.
- Tech: Python (NLP), .NET Core, Kafka, SQL Server, REST API, Google Speech-to-Text.

• MIDDLEWARE CORE-API PLATFORM FOR DIGITAL ORDERING ECOSYSTEM

06/2020 – 05/2024 | Role: Technical Lead / Integration Architect

- Architected a centralized middleware API layer linking CRM, POS, Loyalty, and Food Aggregators.

- Implemented asynchronous microservices using Kafka and Worker Services for real-time data exchange.
- Enhanced platform stability and reduced API latency by 30%, supporting 100+ stores nationwide.
- Tech: C# (.NET 8.0), Kafka, Redis, SignalR, SQL Server, RESTful API.

EDUCATION & CERTIFICATIONS

- Bachelor of Software Engineering, Marketing University – Ho Chi Minh City
- Google Project Management Certificate, DataCamp
- Tools: Jira | GitHub | MS Project | Power BI

TECHNICAL SKILLS

C# (.NET), JavaScript, Node.js, ReactJS, SQL Server, API Design, Kafka, Redis, Worker Service, Cloud Deployment (FPT/Viettel/Google), System Architecture Design, Data Analytics Integration

LANGUAGES

English (Professional) | Cantonese (Proficient) | Mandarin (Basic)

REFERENCES

- Matthew Chan – Group Chief Digital Officer, Jardine Restaurant Group
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- Thanh Nha Nguyen – Head of Digital & Technology Service, Pizza Hut Vietnam
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