

FELIX NGUYEN

Madison, WI · pnguyen7@wisc.edu · 608-772-4753 · felixnguyen31.github.io

EDUCATION

University of Wisconsin-Madison <i>Master of Science in Business Analytics</i> <i>MBA in Marketing Research</i>	Madison, WI Sep 2019 - May 2020 Sep 2017 - May 2019
Foreign Trade University <i>BS Economics</i>	Ho Chi Minh City, Vietnam Sep 2011 - Dec 2014

RESEARCH INTERESTS

Mobile Marketing, Sharing Economy, Customers - Technologies Interaction, Bayesian Statistics, Machine Learning, Natural Experiments.

ACADEMIC EXPERIENCE

University of Wisconsin Madison <i>Graduate Teaching Assistant</i>	Madison, WI Sep 2018 May 2020
<ul style="list-style-type: none">• Spring 2020: Teaching Assistant for Prof. Neeraj Arora, MKT 815 - Marketing Analytics.• Fall 2019: Teaching Assistant for Prof. Enno Siemsen, OTM 752 - Project Management (Full-time & Executive MBA)• Fall 2018: Teaching Assistant for Prof. Erwan Quintin, GB 704 - Data to Decision.	
Foreign Trade University <i>Undergraduate Research Assistant</i>	Ho Chi Minh City, Vietnam Jan 2014 May 2014
<ul style="list-style-type: none">• Assistant to Ms. Quyen Pham - Lecturer in International Marketing.• Conducted literature review, coordinated survey and analyzed data on the effect of cultural programs on foreign travelers spending and local businesses marketing activities.	

INDUSTRY EXPERIENCE

American Family Insurance <i>Innovation Strategy & Design MBA Intern</i>	Madison, WI May 2018 Aug 2018
<ul style="list-style-type: none">• Carried out several customer empathy interviews and market research surveys & experiments to validate business opportunities and generate new product concepts.• Performed features development for a blockchain-based parametric insurance product using A/B tests and adaptive conjoint analysis.• Created a Machine Learning model to predict snow level and calculate optimal pricing for weather insurance concept.	
FE Credit Financial Services <i>Product Manager</i>	Vietnam Dec 2015 Jul 2017
<ul style="list-style-type: none">• Led the development of the first financial chatbot in Vietnam through integration with Facebook, Zalo & WeChat API, reduced communication cost by 30% and created new lead generation channel. Carried out several messaging-based experiments for Marketing Analytics team.• Created a centralized database of customer data for Customer 360 Portal, pulling data from various systems and databases for faster queries, to improve Customer Services response time.• Managed the initial phase of a P2P Payment & Lending project, analyzed market demands, conducted prototype experiments, built pricing models, and raised funding from internal sources. Project now spun off to a new subsidiary.	
Cultural Images <i>Web Developer/E-commerce Executive</i>	Vietnam Aug 2015 Dec 2015
<ul style="list-style-type: none">• Developed a platform that helps folk culture artists to monetize their designs via high end souvenirs; achieved daily traffic of 5,000 with more than 50 content contributors.• Established and maintained company's presence on large B2B platforms; increased awareness of the brand and secured five new contracts via those platforms.	

SKILLS

Programming: R, Python, Julia, MATLAB, JavaScript, SQL.
Software & Services: SPSS, Stata, Hadoop, AWS, Tableau.

RELEVANT COURSEWORK

MKT 972 PhD Seminar in Marketing Modeling	N. Arora
MKT 815 Marketing Analytics	N. Arora
MKT 710 Marketing Research	Q. Liu
ECON 717 Applied Econometrics	J. Smith & J.F. Houde
EP 711 Bayesian Methods	D. Kaplan
ACT 765 Machine Learning	D. Bauer
RMI 799 Independent Reading in Reinforcement Learning	D. Bauer
PSYCH 610 Statistical Analysis of Psychological Experiments	M. Brauer
CS 771 Human-Computer Interaction	B. Mutlu
MKT 805 Qualitative Marketing Insights	C. Thompson
EP 773 Factor Analysis, Multidimensional Scaling, and Cluster Analysis	D. Boldt

RESEARCH RELATED MATERIALS

"Predicting Airbnb Survival: A Bayesian Analysis of Supplier Persistence in Sharing Economy"
Nguyen (2019) - Class project for EP 717 - Bayesian Methods.

"From Free to Premium: A Dynamic Model of Product Usage and Conversion in Freemium Strategy"
Nguyen - Research Proposal for Marketing Models PhD Seminar.

"Convenience Or Privacy? How New Retail Self-Service Technologies Affect Service Quality Perception And Trust"
Nguyen, Barfield, Lou & Zeng (2019) - Class project for CS 770 - Human Computer Interaction.

"Implications of Crowd-funding Model for Vietnamese SMEs - Current Perception and Opportunities"
Nguyen (2014) - Undergraduate Senior Thesis.

HONORS & AWARDS

Wisconsin School of Business Alumni Fellowship
2017 - Full tuition Scholarship for two years of the MBA program.

Mobile Marketing Association SMARTIES Award - APAC Region Gold Prize
2017 - Awarded by Mobile Marketing Association (MMA Global) for Best Digital Marketing Innovation (FE Credit Chatbot Project).

American Chamber of Commerce Scholarship
2014 - Awarded by American Chamber of Commerce to top 20 students from universities in southern Vietnam.

Vietnam National Youth Informatics Olympiad - Gold Medal
2010 - Awarded by Vietnam Ministry of Education and Training - in Software Development Category.

EXTRA-CURRICULARS & MEMBERSHIPS

American Marketing Association
Member - Madison, Wisconsin Chapter.

Mobile Marketing Association
Member - Vietnam Chapter.

Operation Smile
Project Coordinator - Vietnam Chapter.