

Khanh (Bich) Phan, MBA, ACMA, CGMA

GENERAL INFORMATION:

Motivated, innovative and forward-looking professional management accountant with more than 10 years of strategic management, performance management, business development, strategic partnership, international cooperation, stakeholder management, research & development etc. in non-profit, media, Pay TV, OTT, telecommunications, e-commerce, IT industry. Knowledge of investment, financial markets as an individual investor.

Proficient in finance, partnership, operations, strategy and management. Fully understand how the differing parts of an organization come together.

Able to manage performance, offer critical thinking, provide objective views and look to the future.

PERSONAL INFORMATION

Date of birth: Sep 20, 1979

Nationality: Vietnamese

WORK EXPERIENCES:

Start-up Founder

04/2022 – current (2 years 10 months)

Research & Development

Product Development Department - Television Services Development Company (MyTV) - VNPT Media Corporation, 97 Nguyen Chi Thanh Street, Hanoi

11/2021 – current (3 years 3 months)

Responsibilities:

Conduct research on business and product strategies, as well as market trends within the telecommunications and technology service sectors.

Results:

Deliver valuable insights on products, market trends, and business strategies of telecommunications, technology, and IT service providers.

Deputy Head of Content Development Department

Television Services Development Company (MyTV) - VNPT Media Corporation, 97 Nguyen Chi Thanh Street, Hanoi.

Oct 2016 - Oct 2021 (5 years)

Responsibilities:

Leading the team in content management for IPTV and OTT, including content and PR planning, compliance control for content licensing, inventory management, data analysis and reporting, as well as performance management. Additionally, driving service development and fostering partnerships and collaborations in content.

Results:

- Enhanced content management strategies for IPTV and OTT platforms, resulting in improved content planning, compliance control, and inventory management
- Utilized data analysis and reporting to optimize content performance and drive informed decision-making
- Successfully developed new services and cultivated strategic partnerships to expand content offerings and enhance viewer engagement

Deputy Manager of Business Department

Market Development Division - VNPT Media Corporation, 97 Nguyen Chi Thanh Street, Hanoi

July 2015 – Oct 2016: (1 year 4 months)

Responsibilities:

- Managing the daily operations of the department
- Creating and executing business mechanisms and service plans for value-added and media services
- Collaborating on expanding the company's services to platforms beyond VNPT, both domestically and globally

Outcomes:

- Efficiently overseeing the daily operations of the department
- Developing and implementing effective business mechanisms and service plans for value-added and media services
- Contributing to the expansion of the company's services to platforms beyond VNPT, both domestically and globally through collaboration

Head of Business & International Cooperation Department

VASC Software & Media Company, 97 Nguyen Chi Thanh Street, Hanoi

Jun 2011 - Jun 2015: (4 years)

Responsibilities:

- Managing the daily operations of the department, build and assign KPIs, monitor the department's performance on a regular basis
- Developing business strategies and expanding services for PayTV, VAS, and media
- Analyzing and reporting on business performance for both operational and strategic purposes
- Cultivating content partnerships and driving business development for the company's services

Results:

- Efficiently overseeing the daily operations of the department
- Successfully developing business strategies and expanding services for PayTV, VAS, and media
- Providing insightful analysis and reports on business performance for operational and strategic purposes
- Establishing valuable content partnerships and driving business development for the company's services

Manager of International Cooperation Department

C-Plus Center – VASC Software & Media Company

May 2009 – June 2011: (2 years 1 month)

Responsibilities:

- Managing the department's daily operations
- Spearheading business development for VoIP services
- Cultivating partnerships for PayTV and media services

Results:

- Streamlined daily operations of the department for enhanced efficiency
- Successfully drove business development initiatives for VoIP services
- Established and nurtured partnerships for PayTV and media services to expand the company's reach and offerings.

Program Coordinator – Domestic and International Sales Executive

Television Advertising and Services Center (TVAd) – Vietnam Television (VTV) – 844 La Thanh Street, Hanoi

Sep 2005 – May 2009: (3 years 8 months)

Responsibilities:

Drive business development initiatives for VTV programs

Results:

- Successfully expanded VTV program offerings through strategic business development initiatives
- Increased viewership and engagement for VTV programs through effective business development

strategies

Researcher, Project Assistant

Dec 2004 – Aug 2005: (9 months)

Responsibilities:

- Participated in research and comprehensive research reports
- Provided project assistance for the ASEM II Technical Assistant Project at the Vietnam Academy of Social Sciences (VASS)

Results:

- Produced high-quality research reports within the team that contributed to informed decision-making
- Successfully supported the ASEM II Technical Assistant Project, ensuring its smooth implementation and achievement of objectives

PROFESSIONAL QUALIFICATIONS:

CIMA® Associate member, Chartered Global Management Accountant® (CGMA®) designation holder

EDUCATION:

Sep 2002 - Sep 2004:

University of East London (UK)

Master of Business Administration - Accounting & Finance Major

Sep 1998 - Sep 2002:

Bachelor of Music

Sep 1997 – Sep 2001:

National Economics University, Hanoi, Vietnam

Bachelor of Economics – Banking and Finance

SKILLS:

1. Strategic management skills:

- Strategic Planning: Proficient in developing and implementing strategic plans aligned with organizational objectives, utilizing financial insights to inform decision-making and resource allocation.
- Financial Analysis for Strategy: Ability to conduct comprehensive financial analysis to support strategic

decision-making, including cost-benefit analysis, scenario planning, and risk assessment.

- Performance Management: Expertise in designing and implementing performance management frameworks to monitor progress against strategic goals, utilizing key performance indicators (KPIs) and balanced scorecards.
- Business Intelligence: Proficiency in leveraging data analytics and business intelligence tools to extract actionable insights for strategic decision-making, driving competitive advantage and operational efficiency.
- Risk Management: Skilled in identifying, assessing, and mitigating business risks through the development of robust risk management strategies aligned with the organization's overall strategic direction.
- Stakeholder management: Strong interpersonal skills for engaging with internal and external stakeholders at all levels of the organization to align strategies with diverse perspectives.
- Corporate Governance & Ethics: Understanding of corporate governance principles and ethical considerations in strategic decision-making, ensuring compliance with regulatory requirements and fostering a culture of integrity.
- Strategic Communication: Effective communication skills for articulating complex financial information in a clear and concise manner to support strategic discussions with senior management or board members.

2. Financial Management: deep understanding of financial management principles, including financial analysis, risk management, and financial strategy. I am adept at applying these principles to drive high performance and optimize capital utilization.

- Performance Management: Track record of implementing performance measurement frameworks, key performance indicators (KPIs), and balanced scorecards to monitor and improve the financial performance of the organization.
- Cost Control and Optimization: Demonstrated ability to identify cost-saving opportunities, optimize resource allocation, and implement cost control measures to enhance operational efficiency without compromising quality.
- Financial Reporting: Proficiency in understanding financial reports, including income statements, balance sheets, cash flow statements, and management reports for internal and external stakeholders.
- Risk Management: Experience in identifying financial risks, assessing their potential impact on the organization, and developing risk mitigation strategies to safeguard the financial health of the business.
- Capital Budgeting: Ability to evaluate investment opportunities using capital budgeting techniques such as net present value (NPV), internal rate of return (IRR), payback period analysis, and sensitivity analysis.
- Financial Planning: Ability to create and implement financial plans, including budgeting, forecasting, and financing strategies.

3. Risk management skills:

- Enterprise Risk Management (ERM): Experience in developing and implementing enterprise-wide risk management frameworks aligned with the organization's strategic objectives and risk appetite.

- Risk Assessment and Analysis: Proficiency in conducting comprehensive risk assessments, including identifying potential risks, analyzing their impact and likelihood, and prioritizing mitigation strategies based on risk exposure.
 - Internal Controls: Knowledge of designing, implementing, and monitoring internal control systems to safeguard assets, ensure compliance with regulations, and mitigate operational risks across business processes.
 - Financial Risk Management: Ability to manage financial risks such as liquidity risk, credit risk, market risk, and currency risk through hedging strategies, financial derivatives, or other risk mitigation techniques.
 - Risk Reporting: Able to prepare comprehensive risk reports for senior management or board of directors that effectively communicate key risks facing the organization along with recommended mitigation actions.
 - Business Continuity Planning: Proficiency in developing business continuity plans to ensure resilience against disruptive events such as natural disasters, cyber incidents, or other operational disruptions that could impact business operations.
 - Risk Monitoring and Control: Experience in establishing key performance indicators (KPIs) for monitoring risk exposure levels across the organization while implementing control mechanisms to mitigate identified risks.
 - Scenario Analysis: Ability to conduct scenario planning exercises to assess potential impacts of macroeconomic trends, industry disruptions, or other external factors on the organization's financial performance and strategic objectives.
 - Risk Governance: Knowledge of best practices in corporate governance related to risk oversight functions within the board of directors or audit committee structures while promoting a culture of ethical conduct and transparency.
4. Data Analysis: strong data analysis skills, able to extract meaningful insights to make informed business decisions. Skilled at using analytical tools and software (Excel, Power BI, Google Analytics) to generate accurate reports and forecasts.
5. Communication Skills: effectively interact with stakeholders including superiors, colleagues, and clients. Be able to present information clearly and persuasively to convey opinions and foster understanding.
6. Problem-solving Abilities: strong problem-solving abilities, able to identify and resolve complex business issues within a business environment. Logical thinking and creativity, able to devise effective solutions that align with business goals.
6. Leadership skills:
- Strategic Vision: able to develop and communicate a compelling strategic vision, aligning financial and operational goals with the organization's long-term objectives.

- Team Management: Proven track record of effectively leading and motivating cross-functional teams, fostering collaboration, and empowering team members to achieve strategic targets.
- Mentoring and Development: providing guidance, technical skills enhancement, and leadership development.
- Conflict Resolution: Proficiency in resolving conflicts within teams or across departments by fostering open dialogue, mediating disputes, and promoting constructive problem-solving approaches.
- Influence and Negotiation: Ability to influence key stakeholders through persuasive arguments backed by financial insights while negotiating win-win solutions that align with strategic objectives.

7. Digital/ Innovation skills:

- Data Analytics: Proficiency in utilizing data analytics tools and techniques to extract actionable insights from data, enabling informed strategic decision-making and identifying opportunities for performance improvement.
- Digital Risk Management: Understanding of digital risk factors impacting financial operations, including cybersecurity threats, data privacy concerns, and regulatory compliance in the digital environment.
- Digital Communication Skills: Proficient in leveraging digital communication channels for effective stakeholder engagement, including virtual presentations, webinars, and online collaboration tools for remote teams.
- Continuous Learning Mindset: Commitment to staying abreast of emerging technologies, industry trends, and best practices through continuous professional development in the digital domain (RPA, blockchain, digital transformation, AI...)
- Demonstrate ability to use AI tools for work: in marketing, sales, data analysis, finance...

8. Digital marketing skills: skilled at website building, Search Engine Optimization (SEO), Facebook, Instagram ads, Google analytics, social media tools & platforms

9. Research & development skills:

- Strategic Planning: Experience in contributing to the development of R&D strategies aligned with the organization's long-term goals, market trends, and technological advancements.
- Innovation Funding: Knowledge of securing funding for R&D activities through grants, venture capital, or other financing mechanisms while effectively managing the financial aspects of R&D investments.
- Market Research and Analysis: Ability to conduct market research, competitive analysis, and customer feedback analysis to identify opportunities for new product development or improvements to existing offerings.
- Intellectual Property Management: Understanding of intellectual property rights, patents, trademarks, and copyrights related to R&D outcomes while ensuring proper protection and commercialization of innovations.
- Collaboration and Partnerships: Experience in fostering collaborations with external research institutions, industry partners, or technology providers to leverage external expertise and resources for R&D initiatives.

- Performance Measurement: knowledge of establishing key performance indicators (KPIs) for R&D activities to measure innovation effectiveness, time-to-market metrics, return on investment (ROI), and other relevant benchmarks.

10. Start-up & Entrepreneurship skills:

- Proven ability to identify and capitalize on business opportunities, leading to successful entrepreneurial ventures
- Skilled in developing and executing business plans, including financial projections and risk assessment
- Strong understanding of market research and analysis to identify target markets and customer needs
- Proficient in building strategic partnerships and networks to support business growth and development
- Demonstrated ability to navigate the challenges of launching a new business, including securing funding, managing resources, and overcoming obstacles
- Entrepreneurial mindset with a track record of innovation, creativity, and adaptability in the face of uncertainty.

LANGUAGES:

English: full professional proficiency

Vietnamese: native proficiency

German: intermediate level

CERTIFICATIONS:

Digital Mindset - AICPA - Dec 2020

Understanding Robotic Process Automation - American Institute of CPAs - Sep 2020

Blockchains: Benefits, Values & Opportunities - American Institute of CPAs - Dec 2020

Microsoft Power BI for Data Visualization and Analysis – 2021

Intellectual Property: issues & problem solving - 2019

ACTIVITIES:

Piano playing

Investing as Individual investor