

# Ban Nguyen

Product Manager

⊕ Ho Chi Minh City, Viet Nam

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## About

Product Manager with a strategic marketing foundation and hands-on AI development expertise. Proven track record of delivering a 100% revenue increase at TIX.VN and achieving a CSAT of over 90% through AI-powered automation systems. Skilled in building comprehensive AI applications from the ground up using a modern stack (Python, TypeScript, Swift, Bash) and multi-agent architectures. My marketing background provides a unique advantage in driving product-led growth by combining customer psychology, market positioning, and strategic communication with technical AI implementation. My diverse educational background in Agriculture and Marketing fosters a systems-thinking approach to create customer-centric, innovative solutions that deliver measurable business impact.

## Work Experience

**MoMo (M\_Service)** AI Fintech Travel

2024 - Present

### Product Management - Team Leader

Led product strategy for MoMo Travel, leveraging a marketing foundation to drive AI innovation. Developed custom AI applications and multi-agent systems, achieving a CSAT of over 90%. Implemented AI-powered competitive analysis, RAG-based knowledge systems, and robust data pipelines, significantly improving team efficiency and strategic decision-making.

**YODY Fashion JSC.** E-commerce Fashion

2022 - 2023

### Head of Product Development

Led the strategic transformation from a Sapo-based platform to a full omni-channel e-commerce solution. Utilized a BigQuery-based Customer Data Platform (CDP) to unify data and optimize the customer journey. Recruited and managed a cross-functional product team.

**TIKI** E-commerce Marketplace

2020 - 2022

### Senior Product Manager

Launched and scaled DoriDori, Vietnam's first integrated C2C marketplace, achieving 20% daily active user retention. Led the development of the underlying OMS and CRM systems and expanded the digital service business, doubling its GMV.

**VNG Corporation** Entertainment Fintech

2019 - 2020

### Senior Product Manager

Managed TIX.VN, Vietnam's largest movie aggregator, and delivered a 100% revenue increase. Led the strategic integration with major cinema partners like CGV and established ZaloPay as a default payment option within the Zalo super-app.

**Leo Burnett Vietnam** Digital Marketing

2016 - 2019

### Digital Producer

Managed award-winning digital campaigns for major clients, winning MMAVN 2017's 'Best in Show'. Pioneered the first Spark AR implementation for a campaign in Vietnam, featured in a Facebook Spotlight.

**Y&R** Digital Marketing

2015 - 2016

### Digital Producer

Managed digital portfolios for global brands like Microsoft, Emirates, and Red Bull. Coordinated the idea development process between creative, accounts, and technical teams using agile methodologies.

**VNG Corporation** Gaming

2014 - 2015

### Product Manager

Led product management for Vuigame.vn, achieving a 150% DAU increase and tripling time-on-site after a major relaunch. Acted as both Product Manager and Product Designer.

#### **Freelance** Web Development

2012 - 2014

#### **Web Developer**

Delivered full-stack web development projects, specializing in e-commerce. Worked on the front-end for TheGioiDiDong v3.0 and gained experience with international development standards and agile practices.

#### **TX INC.** Social Network

2011 - 2012

#### **Product Manager**

Led product management for Truongxua.com, one of Vietnam's first school-focused social networks. Managed a cross-functional team of over 15 members and achieved a 200% increase in new user acquisition.

## **Education**

#### **Swiss International University**

2016 - 2018

Bachelor's Degree, Marketing

#### **Tay Nguyen University**

1997 - 2001

Bachelor's Degree, Faculty of Agriculture and Forestry

## **Skills**

Marketing-Driven Product Strategy

Applied AI & Automation

Custom AI Application Development

Multi-Agent Systems Architecture

Data Analysis & Analytics

Cross-functional Team Leadership

Vibe-Coding (Python, TypeScript, Swift)

RAG & Knowledge Base Systems

Data Pipeline Architecture (Supabase, BigQuery)

Agile & Scrum Methodologies

Prompt & Context Engineering

Full-stack Development Understanding

## **Highlight projects**

#### **Human Act Prize 2024**

Won the Human Act Prize for Sustainable Development Ideas for the 'Góp Lá Vá Rừng' initiative, aligning product innovation with social impact.

Social Impact

Strategic Value Alignment

#### **MMVN 2017 Awards**

Won 'Best in Show', 'Most Engaging Mobile Creative', and 'Mobile Website' awards for creating market-leading digital experiences.

Marketing Innovation    Mobile Creative

#### **Facebook Spotlight**

**2019**

Featured for a pioneering Spark AR implementation, showcasing the intersection of technical innovation and marketing creativity.

AR    Technical Innovation

#### **First CGV Cinema Integration**

Led TIX.VN to become the first movie aggregator in Vietnam to successfully integrate with the CGV cinema chain.

Market Leadership

Strategic Partnership

#### **Vietnam's First C2C Marketplace**

Launched the first integrated C2C marketplace in Vietnam, identifying and capitalizing on a new market opportunity.

Innovation Leadership    Marketplace