

# Ban Nguyen

Senior Product Manager with 10+ years of experience delivering 100% revenue growth, 2x GMV expansion, and 1.5-2.2pp conversion improvements across travel, e-commerce, fintech, and entertainment.

⊕ Ho Chi Minh City, Viet Nam

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## About

Senior Product Manager

## Work Experience

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

2024 - Present

### Product Management - Team Leader

Leading product strategy and development for MoMo Travel, one of Vietnam's top digital travel agencies.

- Launched AI-powered competitive analysis automation using Puppeteer crawlers and n8n workflows, delivering real-time market intelligence for strategic decision-making
- Built multi-agent AI systems with cross-platform capabilities between Claude Code, Factory Droid, and Gemini
- Developed RAG-based knowledge base system reducing cross-team meeting times by 30%
- Drove 1.5 percentage point conversion rate increase in train ticket booking through backend refactor and UX redesign
- Built multi-sided travel marketplace connecting 50+ suppliers including Vietnam Airlines, Vietjet Air, and Vietnam Railways

**YODY Fashion JSC.** E-commerce CDP Omni-channel

2022 - 2023

### Head of Product Development

Led strategic transformation from Sapo-based platform to omni-channel e-commerce solution.

- Developed comprehensive omni-channel strategy leveraging Customer Data Platform (CDP) built on BigQuery
- Designed and implemented store promotion and incentive system with volume-based discounts
- Recruited, trained, and led cross-functional team of Product Managers, Product Owners, Business Analysts, and Product Designers

**TIKI** E-commerce C2C Marketplace Digital Services

2020 - 2022

### Senior Product Manager

Led product management for DoriDori (Vietnam's first Community Commerce platform) and Digital Service Business expansion.

- Launched Vietnam's first integrated C2C marketplace within main e-commerce app, achieving 40% CVR discovery to PDP
- Led hands-on development of foundational Order Management System (OMS) and Customer Relationship Management (CRM) systems
- Scaled digital service use cases including mobile top-up, bill payments – GMV doubled for three consecutive months during COVID

**VNG Corporation** Entertainment Fintech Marketplace

2019 - 2020

### Senior Product Manager

Dual-role managing TIX.VN (Vietnam's largest movie aggregator) and ZaloPay performance optimization.

- Led TIX.VN as multi-sided marketplace connecting cinema partners including CGV, Galaxy, BHD
- First movie aggregator to successfully implement CGV integration with Vietnam's dominant cinema chain (45% market share)
- Delivered 100% revenue increase across aggregator platform and mini-app ecosystem

**Leo Burnett Vietnam** AR Leads Generation

2016 - 2019

### Digital Producer

Managed digital projects for major clients including FrieslandCampina Vietnam, Samsung Vietnam, Romano.

- Won MMAVN 2017's Best in Show, Most Engaging Mobile Creative, and Mobile Website awards
- Featured in Facebook Spotlight 2019 with first Spark AR implementation for AFF 2019 Vietnam Football Team

**Y&R Digital Production Client Services**

2015 - 2016

### Digital Producer

Managed digital portfolios for Microsoft Vietnam, Emirates, and Red Bull. Led idea development process coordination using agile methodology.

**VNG Corporation** Traffics Distribution Gaming

2014 - 2015

### Product Manager

Led product management for Vuigame.vn, Vietnam's leading mini-game portal.

- Released comprehensive new version achieving 150% DAU increase, tripled time-on-site
- Promoted mini-game portal as top internal traffic source for 360game.vn

**TheGioiDiDong** Freelancing Web Development E-commerce SEO

2012 - 2014

### Full-stack Web Developer

Full-stack web development specializing in e-commerce platforms. Delivered 3-month front-end development project for TheGioiDiDong v3.0.

**TX INC.** Social Network Team Leadership

2011 - 2012

### Product Manager

Led product management for Truongxua.com, Vietnam's pioneering school-focused social network.

- Managed cross-functional team of 15+ members including Product Managers, UI/UX designers
- Delivered 150% increase in time-on-site and 200% increase in new user acquisition

## Education

**Swiss International University**

2016 - 2018

Bachelor's Degree in Marketing, School of Marketing and Leadership

**Tay Nguyen University**

1997 - 2001

Bachelor's Degree in Agriculture and Forestry

## Skills

Product Management & Strategy Cross-functional Team Leadership

Data Analysis & Performance Optimization Agile & Scrum Methodologies

AI Development (Python, TypeScript) LangChain & AI Agents Prompt Engineering N8N Automation

Customer Data Platform (CDP) Google Analytics & Amplitude BigQuery & Supabase P&L Management

Growth Hacking & User Acquisition A/B Testing & Conversion Optimization

API Integration & System Architecture

## Highlight projects

### AI-Powered Competitive Analysis System

Built comprehensive monitoring system using Puppeteer crawlers to track competitor websites and campaigns, providing real-time market intelligence and strategic insights for travel industry operations.

### Góp Lá Vá Rừng - Sustainability Initiative

Led co-branding campaign with Vietnam Airlines winning Human Act Prize 2024. Generated 35,000 trees planted across 50 hectares through automated customer engagement and rule-based trigger missions embedded in each ticket sold.

### Vietnam's First C2C Marketplace - DoriDori

Launched Vietnam's first integrated C2C marketplace within main e-commerce app, achieving 40% CVR discovery to PDP, 5% CVR to orders, and 20% daily active user retention. Built foundational OMS and CRM systems from scratch.

## TIX.VN - CGV

### Integration

First movie aggregator to successfully implement CGV integration with Vietnam's dominant cinema chain (45% market share) in the \$160M cinema market. Delivered 100% revenue increase across aggregator platform and mini-app ecosystem.

**API Integration**

**Revenue Sharing Models**

**Inventory Synchronization**

## Digital Services

### Business Expansion

Successfully onboarded and scaled digital service use cases including mobile top-up, bill payments. Became main cash flow during COVID lockdown with GMV doubling for three consecutive months after electricity & water bill rollout.

**Full-stack Development**

**Scrum Framework    Automated Testing**

## RAG-Based Knowledge

### Base System

Developed RAG-based Chat agent system that significantly improved cross-team collaboration by providing instant access to institutional knowledge and reducing information silos. Reduced cross-team meeting times by 30%.

**Python    LangChain    OpenAI**

**Supabase    TypeScript**