

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.

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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