

Ban Nguyen

Product Manager

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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