

MARK DUC NGUYEN

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EXPERIENCE

JexTrade (A cutting-edge prediction market startup leveraging blockchain technology) **Chicago, IL**
Product Lead Jan 2025 – Present

- Led end-to-end development and delivery of V1 MVP product, aligning engineering, design, & founders on scope and GTM
- Built onboarding flow & usage analytics dashboard for internal stakeholders to evaluate product performance & prioritize iterations
- Drove early user adoption strategy, growing active user base with zero paid marketing

RUCKUS Networks (Global network infrastructure leader with \$9B annual revenue) **Sunnyvale, CA**
Product Marketing Manager Intern May – Aug 2024

- Conducted 30+ stakeholder interviews & analyzed 250+ marketing materials to develop a competitive analysis, benchmarking RUCKUS against 5+ top competitors (Cisco, HPE/Aruba...) to shape GTM and marketing strategy for \$115M product line
- Built a marketing performance rubric and recommended 16 strategic product use cases for sales and partner enablement

MoMo (Top 50 global Fintech startup with \$2B valuation and 31M+ mobile users) **Vietnam**
Group Product Manager, Growth & Digital Credit Sep 2022 – Jul 2023

- Managed financial service product lines (AI-powered Digital Lending, Pay Later, Credit Score) while leading and mentoring a 5-person product team in frameworks for user research, market analysis, data-driven analytics, and A/B testing
- Led product strategy and quarter roadmap for Digital Lending products by analyzing industry trends and user preferences, resulting in the adoption of 1.5M loan borrowers, reaching \$170M loan book and 180% YoY revenue growth
- Led cross-functional teams across data, engineering, legal, risk, and operations to drive end-to-end product delivery
- Partnered with marketing and operations teams to launch go-to-market initiatives and scale user adoption
- Led development of a customer data platform, covering 70% user base & boosting marketing efficiency 15%
- Designed and launched a Generative AI chatbot to automate customer interactions, reduce customer support costs by 30% and improve acquisition by 10%

Trusting Social (Sequoia-funded Fintech startup, AI credit scoring for 1B+ people in Asia) **India, Indonesia & Vietnam**
Senior Product & Program Manager, Digital Lending & Identity Platforms Nov 2018 – Sep 2022

- Managed product vision, roadmap, and client-facing documentation across multiple bank partners
- Led the end-to-end development of a cloud-native digital ID platform with 20+ AI models, adopted by 25+ banks & Vodafone India (telco, 212M subscribers) to enable instant credit approvals for 20M+ users
- Partnered with Telkomsel (Indonesia's largest telco, 156M subscribers) and VIB Bank to launch AI-powered instant lending and credit card platforms, leveraged 1B+ credit scores to issue 200K credit cards and achieve 5x conversion rate uplift
- Led architectural decisions and drove the adoption of lightweight on-device AI models, resulting in a 24% reduction in Google Cloud costs and a 20% increase in acquisition funnel conversion
- Worked closely with business partners to manage integrations and align SLAs and compliance requirements

Zalo Group, VNG (Largest social network & messaging mobile app in VN with 100M+ users) **Vietnam**
Product Manager Jun 2016 – Nov 2018

- Identified the growing demand for collaboration apps and defined the product vision for Zalo for Work, targeting SME workplace communication and collaboration
- Developed product-led growth strategy and led cross-functional teams to innovate and grow Zalo For Work, doubling the user base to 10M+ in 8 months and making it Vietnam's #1 workplace communication tool
- Defined product requirements and launched 12+ strategic features based on 100+ interviews and user journey mapping

EDUCATION

Indiana University, Kelley School of Business (Top 20 U.S. MBA Program) **Bloomington, IN**
STEM MBA, Marketing & Strategy, GPA: 3.7 May 2025

Texas A&M University, Department of Computer Science **College Station, TX**
M.S., Computer Science, AI/Machine Learning Focus May 2015

TECHNICAL & DOMAIN SKILLS

- Product Lifecycle Management | Issuer Digital Products | Go-to-Market Strategy | Payments Industry | Roadmap Development | Cross-Functional Collaboration | Product Innovation | Stakeholder Management | Consumer Digital Products | Customer-Centric Design | Market & Competitive Analysis | Technical Fluency | APIs | Financial Services | Product Optimization