



# NGUYEN THI HOANG YEN

Product Manager | Business Analyst

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## ABOUT ME

Over 10 years of experience in financial industry including banking and fintech with various positions such as Head of Corporate Customer Service, Internal Trainer, Strategic Planning Manager, Product Manager. Solid knowledge in different segments of banking services including Trade Finance, Supply Chain Finance, Remittance, Account Management. Experience in working with FDI corporate customers. Hand-on experiences in designing systems that support digitalizing banking activities such as Learning Management System, Supply Chain Finance platform. Strong English, logical thinking; a fast-learner with self-learning ability which helps build the capability of quickly adapting to new situations.

## EDUCATION

2006 - 2010      **FOREIGN TRADE UNIVERSITY| BACHELOR OF INTERNATIONAL BUSINESS ECONOMICS**  
GPA: 8.01/10 - Distinction

## WORK EXPERIENCE

Nov 2022 -  
present

### **FIN2B VN LLC | PRODUCT MANAGER -BUSINESS ANALYST**

- Manage the Supply Chain Finance (SCF) platform product in the Vietnam market.
- Design system functionalities based on customer requirements and business analysis.
- Conduct User Acceptance Testing (UAT) for Supply Chain Finance platform, verifying system functionalities and ensuring business requirements alignment
- Identify issues, propose enhancements, and collaborated with developers to optimize system performance and user experience (using Confluence, Jira).
- Monitor and analyze client-specific platform usage to optimize product features and drive user adoption.
- Demonstrate platform operations to clients and provide training/support for existing users (in Vietnam and Indonesia markets).
- Develop user manuals and marketing materials (brochures, videos, website content).
- Oversee the Vietnamese content of product documentation and marketing materials.

2021 - 2022

### **ALLIEX VIETNAM JSC | STRATEGIC PLANNING MANAGER**

- Led product strategy planning and documentation for Independent Sales Organizations (ISO) model.
- Advised the Board of Directors on company goals, strategies, and issue resolution.

2019 - 2021

#### SHINHAN BANK VIETNAM | INTERNAL TRAINER

- Led training programs for Trade Finance across 40 branches/TOs.
- Led the digitization of training programs, transitioning from traditional learning to e-learning using LMS platforms and automated content delivery.
- Awarded the Innovation Award for Digitizing the Training Academy in 2020.
- Conducted 10+ training sessions for over 250 employees on Trade Finance, Remittance, Deposit, and Internet Banking.
- Designed and managed over 50 training courses for 2,000+ employees, covering soft skills, job knowledge, and leadership.
- Developed training roadmaps, KPIs, and incentive programs to encourage self-learning and upskilling.

2017 - 2019

#### SHINHAN BANK VIETNAM | HEAD OF CORPORATE CUSTOMER SERVICE

- Led a team of 8 to manage corporate customer service operations.
- Oversaw business activities including Account Management, Trade Finance, Remittance, and Cash Management.
- Managed VIP client relationships and resolved complex customer issues.
- Trained and coached staff on customer service skills and banking operations.
- Worked with senior management to design and implement customer engagement campaigns.
- Provided consultation and transaction processing for corporate customers, including Remittance and Trade Finance (L/C, D/A, D/P).
- Identified inefficiencies in operational processes and proposed enhancements for service improvement.

2011 - 2017

#### SHINHAN BANK VIETNAM | CORPORATE CUSTOMER SERVICE SENIOR OFFICER

- Managed day-to-day corporate customer service operations.
- Supported customers in account management, trade finance, and digital banking services.
- Assisted in process optimization and service delivery improvements.

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## SKILLS

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|-----------------------------|-----------------------------------|--------------------------------|
| • Business Analysis         | • Client & Stakeholder Management | • Microsoft Office & VBA Excel |
| • Product Development       | • Documentation                   | • Critical thinking            |
| • Workflow & Process Design | • UAT & Quality Assurance         | • Analytical thinking          |

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## LANGUAGE

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- Vietnamese: Native
- English: Fluent (IELTS: 7.5/9.0, TOEIC: 960/990)

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## REFERENCES

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- Ms. Nguyen Thi Thanh Thuy | Deputy Manager, Shinhan Academy | Email: [nguyenthuy@shinhan.com](mailto:nguyenthuy@shinhan.com)
- Ms. Vu Thi Van Anh | Chief Commercial Officer, Fin2B Việt Nam LLC | Email: [vananh@fin2b.com](mailto:vananh@fin2b.com)