

A dedicated Product Manager with more than 6 years of experience in the tech industry and a passion for delivering successful product development, especially in SaaS and B2B products. Demonstrated expertise in leading cross-functional teams and launching successful products, using data analysis and user research to inform product decisions and drive success

Work Experiences

Product Manager, Diag

Sep 2021 - Oct 2023

- Led the development and launch of web and mobile apps for doctors and B2B clinics, driving digital adoption of 70% active customers, with a retention rate of 43%
- Analyzed user feedback (surveys, bi-weekly interviews) and stakeholder input (sales, executives) to develop solutions that meet customer needs
- Partnered with the designer to conduct user research and iterate on prototypes, resulting in an improvement of CSAT
- Leveraged Mixpanel to build a data-driven system to monitor key metrics, optimizing user engagement and behavior for improved product performance
- Bridged the gap between technical and business aspects, managing project lifecycles from defining success metrics with stakeholders to documenting requirements and contributing to design specifications
- Collaborated with the Head of Product to build the product roadmap and execute product strategy that aligns with company business goals

Senior Product Owner, FireGroup

Jun 2020 - Jul 2021

- Led a 8-person team to develop a SaaS application published in Shopify, optimizing hundreds of e-commerce sites to achieve high performance based on Google metrics.
- Acquired 700 monthly active customers within 4 months after launch, generating \$14,000 monthly revenue through subscription and in-app purchase.
- Crafted an effective pricing strategy to optimize revenue, coupled with a user acquisition strategy to maximize reach and conversion
- Collaborated with developers to explore technical solutions, applying best practices learned from Google documentation to enhance website speed.
- Led product roadmap sessions with the Director, ensuring alignment with market needs.
- Maintained regular communication with customers and conducted market research to identify opportunities for product improvement.

Product Owner, MoMo

Jan 2019 - Jun 2020

- Played a key role in the Finance Product Team, developing and bringing insurance and lending products to market
- Partnered with the Engineering team to understand technical documents and evaluate trade-offs, ensuring informed decision-making
- Collaborate with the Designer to define user flows and test the prototypes to deliver a great user experience
- Define events and build reports in Facebook Analytics.
- Ran A/B testing with Data Engineers to optimize features.
- Conducted user research and user interviews to uncover valuable insights to inform product decisions.

Product Owner, Larion

Jul 2018 - Jun 2019

- Collaborated with developers to build a simple search engine
- Defined specs, testing feature
- Work with a product team to develop a product roadmap
- Prioritize features and functionality based on user feedback

Business Analyst, Officiencia

Jun 2017 - Jul 2018

- Interviewed stakeholders to collect requirement
- Build and maintain product documentation
- Work closely with designers, developers, and other stakeholders to ensure the product meets user needs and business goals

Education and Certifications

- **Mastering Product Management**, Reforge **2023**
- **Retention & Engagement**, Reforge **2023**
- **Business Administration**, Ton Duc Thang University **2012–2016**

Languages

- English: Advanced
- Vietnamese: Native

Skills

- Customer Discovery
- Product Roadmap
- Product Analytics
- Growth
- Stakeholder management
- Prioritization
- Running Agile Team
- Leadership