

Resume of Anthony Tran, Dinh Tho

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Profile

An enthusiastic and diligent Product Manager/Business Architect with 10 years of business analysis, product development and management expertise, I'm looking for an opportunity to expand my breadth of knowledge in a leadership role with innovative products. I have demonstrated proficiency in large-scale projects, customer-facing products, ensuring deliverables, customer experience designing, transforming processes and developing new business functions & ways of work from the ground up.

Highlighted Expertise and Proficiencies

- **Knowledge Areas:** Corporate Finance, Sales Processes, Manufacturing Processes, Human Resource Management, Quality Management and Supply Chain Management (includes SAP MRP, Warehouse & Inventory Management), E-Commerce, Digital Banking.
- **Highlighted Expertise:** Enterprise Architecture, Business Process Modeling & Re-Engineering, Data Modeling, Data warehouse & Business Intelligence, Total Quality Management, Change Management and Business Transforming, Customer Experience, Artificial Intelligence
- **Analytical and Managerial Proficiencies:** Enterprise Analysis, System Analysis, Problem Solving, Portfolio / Product Management, Process Design, Customer Lifetime Value & Proposition.

Professional Competencies

Business Analysis and Product Management – Expertise in Product Development

- Lead the Digital Product Owner chapter. Build Product Development & Management Practice.
- Build up Customer Experience Journey for cross-channel.
- Deliver online trading platform.
- Own roadmap & delivery of Trading & Payment on Mobile banking app.
- Discover target customer's profile & behaviors and create persona.
- Participate in UX design process, review UX.
- Align stakeholders' expectations, risk, security and compliance constraints with product vision and roadmap.
- Work closely with Product Development Scrum Teams to deliver the product.
- Lead research initiatives for CRM and e-commerce
- Analyze data model and design Information Architecture.
- Assess performance (current 'as-is' analysis and gap analysis) of Sales, Procurement, Marketing and Supply Chain functions.
- Transform FMCG Manufacturing processes on sales, procurements, marketing and supply chain.
- Conduct interviews and workshop with stakeholders to elicit and understand their current functions, issues, pain-points as well as their expectations.
- Analyze findings, root-causes of the current issues and pain points then define, propose solutions for future state together with implementation road map and immediate benefits, help customers understand their real needs and convince them to change.

- Specify all requirements (changes) and assess organization readiness for change management.
- Re-engineer and streamline functional processes comprehensively cross-functional and organization-wide based on best-in-class practices and the actual environment where the customer operates with consideration and reference to peers.
- Apply control points in functional processes to reduce risk of frauds and balance between controls and performance.
- Analyze and specify banking processes on digital channels – Smart App, Kiosk, Internet Banking.
- Define new working model between BA and stakeholders. Define BA deliverables.

Project Management and Coordinating – manage and coordinate well medium size projects with multiple initiatives.

- Lead a medium-size team (8 to 30) to implement and deliver solutions based on customers' requirements on time, with-in budget and with high quality.
- Manage scopes, work breakdown structures, and estimate required resources, budget & timeline.
- Classify, prioritize and manage dependencies; so that, changes would be implemented in appropriate sequence.
- Assess project risks, mitigate risks within the project or escalate to higher level if risks go over scope of the project.
- Monitor project progress and report to senior managers and project champion periodically to ensure transparency and awareness within stakeholders and sponsor.
- Evaluate the vendors' deliverables and project performance with comprehensive and balanced metrics such as delivery time at each milestone, total cost of implementation compared to budget, defects or changes in design.
- Ensure sufficient documentations such as specifications, designs, and reference models, to comply with high standard quality.

Management – Build up, develop and manage Quality, BA and PO Teams

- Build up and manage BA and PO Teams and practices in various environments.
- Develop, coach and manage new Quality Management function.
- Assess the current working processes; define, design & improve quality processes then implement changes, evaluate changes result and continue improving.
- Assure compliance of projects by regular review and audit.
- Evaluate project performance & achievements after implementation, retain lesson-learned for future.
- Lead the QC Team to assure the quality of products, applications and deliverables.
- Enforce various validation and verification activities such as peer review, unit test, TDD ... ensure test coverage
- Leverage automation for effective quality control

Working History

Techcombank Security *Head of Digital Product* *11-2017 to Current*

Responsibility:

- Lead & develop Product Management practices
- Own overall digital product development roadmap

	<ul style="list-style-type: none"> - Product Owner for BPM, Mobile, iBond and iConnect <p>Achievement:</p> <ul style="list-style-type: none"> - Roll out Agile Product Management working model - Successfully deliver Bond trading on Web and Mobile
Commonwealth Bank	<p><i>Business Analyst Manager / 8-2016 to 10-2017</i> <i>Digital Product Owner</i></p> <p>Responsibility:</p> <ul style="list-style-type: none"> - Daily work with the product team in Vietnam - Assure the vision and roadmap are well-communicated, understood and aligned between South Africa and Vietnam - Lead, coach & develop BA team in Vietnam - Define & drive good practices for Banks <p>Achievement:</p> <ul style="list-style-type: none"> - Roll out Agile working model for BA - Successfully deliver Payment feature on Smart App
Harvey Nash Pt. Ltd.	<p><i>Principle Business Analyst 12-2014 to 8-2016</i></p> <p>Responsibility:</p> <ul style="list-style-type: none"> - Act as proxy PO in Vietnam to deliver Smart Parking, Simple Mobile CRM. - Perform re-engineering for KYC, AML & PEP - Coach & train junior BAs - Be in-charge of bidding & researching - Support projects at risk <p>Achievement:</p> <ul style="list-style-type: none"> - Success of engaging customers, eliciting and managing requirements - Build the Smart Parking product from the ground up
Cosatech Pt. Ltd.	<p><i>Quality Assurance Manager / 03-2013 to 10-2014</i> <i>Project Coordinator</i></p> <p>Responsibility:</p> <ul style="list-style-type: none"> - Ensure requirements are well-understood and delivered. - Lead quality controlling & ensuring activities <p>Achievement:</p> <ul style="list-style-type: none"> - Successfully build up Quality Management function - Deliver Customer Information Management system - Star-award for excellent staffs of the quarter
A.T.Kearney	<p><i>Business Analyst 05-2012 to 03-2013</i></p> <p>Responsibility:</p> <ul style="list-style-type: none"> - Assess As-is processes (Supply Chain, Sales, Operation) for a FMCG Manufacturing company

	<ul style="list-style-type: none"> - Design and propose To-be processes based on ATK best practices & framework <p>Achievement:</p> <ul style="list-style-type: none"> - Successfully deliver process designs & change advices 	
THP Group	<p>Project Coordinator</p> <p><i>12-2011 to 04-2012</i></p> <p>Responsibility:</p> <ul style="list-style-type: none"> - Coordinate CFO-sponsored projects: procurement reports, S&OP process and MRP function on SAP - Design process for Requisition to Payment (R2P) <p>Achievement:</p> <ul style="list-style-type: none"> - Successfully deliver R2P - Deliver Procurement reports & MRP functions on SAP 	
Crimson Logic Pt. Ltd.	<p>Systems Analyst</p> <p><i>06-2008 to 09-2011</i></p> <p>Responsibility:</p> <ul style="list-style-type: none"> - Elicit requirements and propose business solution for e-government project - Analyze data model & information architecture for e-legal system. <p>Achievement:</p> <ul style="list-style-type: none"> - Migrate 7 legacy systems to a new one - Deliver the 1st milestone of e-government project - Star-award for excellent staffs of the year 	
SIMTech	<p>Research Intern</p> <p><i>01-2007 to 04-2008</i></p> <p>Responsibility:</p> <ul style="list-style-type: none"> - Research on B2B matching project using ontology, neuro-network and fuzzy logic - Demonstrate the POC <p>Achievement:</p> <ul style="list-style-type: none"> - Deliver POC successfully 	

Degrees and Certificates	
<ul style="list-style-type: none"> • Bachelor of Computer Science (Second Class Upper Honor) from Nanyang Technological University (Singapore) in <i>Jun 2008</i> • Certificate of Enterprise Architecture – TOGAF 8 in <i>Oct 2010</i> • Certificate of Competency in Business Analysis from Institute of Systems Science – National University of Singapore in <i>Aug 2011</i> 	