

# Minh Doan

IT Commerce, Business Partner, Product Owner

0906243860

minhdoanw@gmail.com

linkedin.com/in/minhdw

Proven ability to combine business sharpness and technical skills to get thing done, **to be excellence in commercial execution.**

**Built strong partnership with leadership recognition** from internal teams and business/technical partners. We bring more value together.

## PROFESSIONAL EXPERIENCE

### Product Owner, Online Channel

*FPT Retail, FPT Long Chau, VN 10/2023 - now*

Product Owner for Long Chau Pharmacy and Vaccination service Online channel; partners with eCom business unit, to build and enhance Customer web & app, RSA eCommerce operation application. Projects accomplished:

- **“Số TCDT”** the best Vaccination Customer app on the market right now, full public app with top notch system architecture from FPT Corp.
- **Nhathuolongchau website/app** renovate a true large scale public cloud system for millions active app users and 2x million web sessions per month, target revenue 8x mil US dollar this year.

### IT Application Manager

*FrieslandCampina Vietnam, NL 05/2021 - 09/2023*

Responsible for all Commercial projects; including Sales, Trade Marketing and Consumer Marketing. One-stop contact for new project/innovation across all functions + acting Data Lead for Friesland Campina Vietnam first official DWH project. Some projects accomplished:

- **Friso Loyalty platform** hybrid consumer application, first ever public cloud system globally in the RFC, auto scale, integrated with **Salesforce**.
- **Fristi + Dutch Lady Loyalty & Redemption website** public cloud system with AWS Vietnam architecture advisory, consumer experience focus.
- **DMS re-platform** the biggest Sales project last 10 years, NRO in 7 months, global project, which is a big success in current context, proud!
- **DWH project** lead the first official company DWH project on Azure Cloud with modern architecture.
- **Workday Adaptive Planning** liberate finance way of working from Excel and beyond, learning in applying global tool to SEA area.
- **RTC - Route to Consumer program** digital strategy & roadmap for market excellence, from grass to glass, from famers to consumers.

## SKILLS

Business Analysis

Negotiation & Communication

Product Management

**Agile & Scrum**

Risk Management

People Engagement & Development

DB development & Technical Support

Intermediates English verbal and writing

## HIGHLIGHTS

**14 years in IT** and **8 good years** of passionate experience in FMCG/CPG industry on IT manager position.

Expertise in Commercial application system: **SFA, DMS, public cloud and consumer app.**

Good experience in big DB optimization & integrated systems.

Good experience in CRM & Salesforce.

Experience working with SEA (Cambodia, Myanmar, Philippines) and China team.

Daily working with multinational business/technical partners from South Africa, Israel, India, Germany, China ...

**6 years** of variety technical experience from QA/QC, web/app developer, DB engineer, support engineer, BA, PM,... including CRM product development and deployment.

## EDUCATION

**Bachelor of Software Engineering,**  
University of Information Technology, VN  
(2006-2011)

## Digital Advisory Manager

Grant Thornton Vietnam, US 03/2020 – 10/2020

Lead a team of consultants in Digitech Innovation Division.

- Firm up team advisory practice based on guideline from division head.
- Working on new leads, opportunities. Pitching potential clients, prepare professional EOI, proposal and client report.

## IT Application Manager

AB-Inbev SEA, 2017 - 2019

1 man in charge of all internal/commercial application systems. Manage Vietnam IT application budget and service providers.

- Connect technical team with business user, utilize technical expertise in DBA to lead the commercial applications (SFA, DMS...) migration project from China to a success, delivered company DWH project.
- Utilize tight budget for best result. Well-controlled user scope and vendor service quality.

## Project Manager

eBest Mobile Inc. Shanghai, CN 2015 - 2017

In charge of **SFA Coca-Cola Indochina project**.

- Lead and delivered 11 sub-projects up to \$70k revenue each and an upgrade project to **Salesforce** with \$500k revenue.
- Successfully aligned support process. As a result, save company cost & improved customer satisfaction.
- Took part in new solution design and architecture decision making, later took key role in operation for the **Salesforce** based product.

## Senior DB Engineer

BPC Banking Technologies, RU 2012 - 2015

Working in a support team, deal with daily technical support for 12 clients banks from Asia Pacific region on SmartVista card management system

- Implement product patches and enhancements for
- In charge of Oracle Backend module operation & support.
- Took key roles in upgrade, migration projects.

## Cosatech, Inc., US

Working in a team of DB Developer, doing enhancement and maintenance projects for a Regulatory System for the largest Option Exchange in the world, located in Chicago (USA)

- Analyze user (exchange's investigator, regulator) requirement, design, implement and test the IT systems based on SEC rules.
- Hard core on Oracle DB performance tuning due to data size is at the edge of infrastructure.

## HOBBY

Hiking, Reading, Brainstorming, Brazilian JiuJitsu

## REFERENCE

**Meetu Sharma, Global Vice President**  
eBest Global

**Jan Bernard Tan, Asia IT Director**  
Royal FrieslandCampina

**Luan Nguyen, VN Sales Operation Head**  
FrieslandCampina Vietnam