MINH HANG NGUYEN

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SUMMARY

Strategy and operations leader with 10+ years of experience driving business growth and operational excellence across AI, enterprise software, e-commerce, fintech, and consumer products. Expertise in strategic planning, P&L management, business operations, process optimization, and organizational scaling. Track record includes delivering 56% revenue growth and 42% profitability growth across $300M+ in Amazon retail categories, driving 700% MAU growth at a fintech unicorn, and building sales operations infrastructure from 0 to 1 at an enterprise AI SaaS startup.

CORE COMPETENCIES

- **Strategy & Business Operations**: Strategic Planning, P&L Management, Operating Models, Financial Analysis, Budgeting & Forecasting, Resource Allocation, Business Process Optimization, KPI Management
- **Chief of Staff**: Executive Stakeholder Management, Strategic Initiatives, Board & Investor Communications, Cross-Functional Leadership
- **Product & Program Operations**: Product Strategy & Roadmaps, User Research, Product Launches, Agile Product Management, Program Management, Change Management
- **Marketing & Sales Operations**: CRM Management, Sales Pipeline Management, Marketing Automation, Funnel & Cohort Analysis, GTM Strategy, Sales Enablement, Lifecycle Marketing, Partnership Marketing
- **AI/ML**: Generative AI, Agentic AI, LLM Applications, AI Workflow Automation, Prompt Engineering, AI Evaluation, APIs & Integrations
- **Analytics & Tools**: Advanced Excel, SQL, Tableau, Power BI, HubSpot, Google Analytics, Amplitude, Notion, Claude Code

EXPERIENCE

VBRAIN | *Early-stage enterprise AI startup focused on R&D collaboration* | https://vbrain.net/

Co-Founder & Head of Marketing **2025 - Present**

- Co-founded an agentic AI platform for enterprise R&D collaboration, leading product strategy, business model development, commercialization planning, and GTM execution.
- Led enterprise customer discovery and market research to identify pain points in R&D workflows, prioritize target market segments, and shape product positioning, differentiation, and pricing strategy.
- Translated product vision into an MVP roadmap for a multi-agent system with human-in-the-loop validation, prioritizing use cases, defining product requirements and user stories, and establishing success criteria.
- Developed sales enablement materials, including product demos, sales presentations, website messaging, and webinars, translating complex AI capabilities into business value for prospective customers.
- Secured 5 enterprise customer pilots within 3 months of launch through founder-led sales, industry events, and educational webinars; selected for the VietLeap AI Acceleration program by Vietnam's Ministry of Planning and Investment.

BRAINY HEARTY | *Bootstrapped consumer product startup* | https://brainyhearty.com/

Founder & CEO **2024 - Present**

- Founded and bootstrapped an educational tabletop game company, building and leading a 7-person team across product development, operations, marketing, sales, and partnerships.
- Led product portfolio strategy and launched 5 original games, conducting 30–50 playtesting sessions per game to validate concepts, refine product designs, and inform launch decisions.
- Developed AI-powered workflows using Claude Code for game design, play simulation, and rulebook development, reducing development costs by 65% and accelerating prototyping and iteration.
- Built a multichannel GTM strategy combining direct-to-consumer sales, e-commerce, gaming conventions, and publishing partnerships to acquire customers, expand market reach, and grow revenue.
- Scaled revenue from zero to six figures within 2 years; negotiated 2 worldwide publishing deals and 3 licensing agreements, expanding distribution across North America, Europe, China, and Brazil.

KOIDRA AI | *Seed-stage enterprise AI SaaS startup focused on industrial operations* | https://koidra.ai/

Chief of Staff to the CEO **2022 - 2024**

- Partnered directly with the CEO to drive company-wide strategic initiatives, coordinating cross-functional execution and tracking business priorities and performance KPIs.
- Designed AI-powered workflows for prospect research, competitive intelligence, customer support knowledge retrieval, and candidate screening, reducing manual work and streamlining processes across Sales Operations, Marketing, Customer Success, and HR.
- Led customer discovery and competitive analysis to reposition Koidra CoPilot, an AI-powered solution for industrial operations optimization, developing differentiated messaging, website content, and sales enablement materials.
- Built Sales Operations infrastructure from the ground up, establishing CRM processes, standardized pipeline stages, lead scoring, workflow automation, and pipeline analytics; increased lead-to-opportunity conversion by 24% within 6 months.
- Prepared quarterly investor updates and board meeting materials, synthesizing financial performance, operational KPIs, and strategic milestones into executive reporting; coordinated company-wide all-hands communications.

AMAZON | *Global e-commerce and technology company* | https://www.amazon.com/

Senior Product Manager **2021 - 2022**

- Led product strategy and operational improvements across Amazon's Business, Industrial & Scientific Supplies (BISS) categories, partnering with Engineering, Vendor Management, and Analytics to enhance catalog quality and shopping experience.
- Analyzed catalog data and vendor performance across 5M+ BISS product listings to identify customer-facing issues and data-quality gaps, prioritize product requirements, and deliver solutions that improved search relevance, product discoverability, and catalog completeness.
- Launched an AI-assisted vendor onboarding program that automated catalog creation and support workflows, reducing onboarding time by 35% and activating 28 strategic vendors within 90 days, adding 85K products and generating $140M+ in attributed revenue.
- Developed scalable vendor enablement programs through webinars and automated email campaigns, standardizing catalog management guidance to improve vendor self-service and product content quality.

- Partnered with Catalog and Machine Learning teams to define business rules and deploy an AI-powered product recategorization solution, automating category corrections and improving classification accuracy from 78% to 91%.

Senior Vendor Manager **2020 - 2021**

- Owned P&L for 2 Home & Kitchen categories ($300M+ revenue), delivering 56% YoY revenue growth and 42% YoY profitability growth through assortment and pricing strategy, vendor negotiations, and operational optimization.
- Developed category strategy by synthesizing business performance, market trends, customer demand, and competitive dynamics, presenting investment priorities and resource allocation recommendations to VP/SVP leadership.
- Managed 40+ strategic vendor partnerships, negotiating $20M+ in commercial commitments while reducing COGS by 6% and improving Net Pure Profit Margin by 5 percentage points.
- Led merchandising and promotional strategy for priority vendors, executing deal campaigns across 200+ products during major holiday events and achieving 92% sell-through for seasonal products.
- Partnered with the In-Stock Manager to develop a sales forecasting model for Seasonal Home Decor, boosting forecast accuracy from 64% to 85% and enabling better inventory planning during peak demand periods.

KALEIDO | *Venture-backed enterprise blockchain SaaS startup* | https://www.kaleido.io/

Business Operations & Strategy MBA Intern **2019**

- Conducted customer interviews and competitive analysis to evaluate market opportunities, pricing strategies, and product bundling for an enterprise blockchain cloud platform.
- Developed a product-market fit assessment framework to prioritize target industries based on customer needs, market potential, competitive intensity, and product capabilities.
- Presented recommendations on target segments, product packaging, and pricing directly to the CEO to inform strategic planning and commercialization decisions.

MOMO | *Series B fintech startup specializing in mobile payments* | https://momo.vn/

Product Experience Lead **2017 - 2018**

- Partnered with Product, Design, and Engineering teams to drive adoption and engagement for MoMo's mobile payments app, supporting the launch of 15–20 features and enhancements every two weeks.
- Leveraged behavioral analytics and customer research to develop AI-assisted user journeys and gamification strategies, driving 40% YoY growth in peer-to-peer transactions.
- Optimized customer activation funnels by identifying onboarding friction and implementing automated onboarding journeys and personalized service recommendations, increasing activation conversion by 25% within 6 months.
- Developed lifecycle CRM strategy using RFM (Recency, Frequency, Monetary) segmentation, automated messaging, targeted promotions, and A/B testing, reducing user churn by 16% within 6 months.
- Established an in-app Help & Security Center to enable self-service payment support and strengthen fraud prevention and security features, increasing customer satisfaction (CSAT) from 3.8 to 4.5/5.

Growth Lead **2016 - 2017**

- Led a 20-person cross-functional team to develop and execute user acquisition strategies across digital marketing, strategic partnerships, and offline channels for MoMo's mobile payment platform.
- Designed and launched a referral program that contributed to 700% growth in monthly active users (MAU) within 6 months and 10M+ app installs; earned Employee of the Year recognition.
- Managed performance marketing and creative agencies to execute integrated campaigns, optimizing channel mix, audience targeting, and creative strategy through performance analytics to reduce cost per install (CPI) by 32%.
- Established strategic partnerships with 30+ companies across banking, telecommunications, F&B, e-commerce, and consumer services, expanding customer reach through joint marketing campaigns and partner ecosystems.
- Developed growth analytics dashboards to monitor acquisition funnels, conversion rates, customer acquisition costs (CAC), and channel performance, informing experimentation priorities and marketing investment decisions.

VOLUNTEER LEADERSHIP EXPERIENCE

VIET SPARK | *Founder & Board Member* **2020 - Present**

- Founded and scaled a 501(c)(3) nonprofit supporting 10,000+ US-based Vietnamese professionals navigating careers in the tech industry; continue to advise the organization on strategic priorities and growth.
- Recruited and led a team of 5 core members and 20+ volunteers, launching nationwide initiatives including Vietnam Tech Summit, startup competition, mentorship programs, and founder/professional networking events.

EDUCATION

DUKE UNIVERSITY, THE FUQUA SCHOOL OF BUSINESS **2018 - 2020**

MBA, Decision Science concentration & Management Science and Technology Management Certificate

- Forté Women Fellow, Mary R. Few Memorial Scholar
- Exchange programs at HEC Paris & Tel Aviv University
- Strategy consultant for Ubuntu Healthcare (Nairobi, Kenya), Fuqua Client Consulting Practicum

HANOI FOREIGN TRADE UNIVERSITY **2008 - 2013**

Bachelor of Business Administration, International Business

- Vice President, Marketing Club
- Second prize, Kawai Startup Contest

AWARDS & CERTIFICATIONS

- Finalist, Boston Dell × NVIDIA Hackathon (Top 8 of 60 teams)
- Finalist, Vietnam AI Stars competition (Top 10 of 140 teams)
- Machine Learning Foundations for Product Managers (Duke University)
- Principles of Designing for Humans (MichiganX