



NGUYEN HOANG BAO (THIEN NGUYEN)

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Dear Hiring Manager,

I am writing to express my strong interest in the Product Owner role. Over the past three years, I have learned product ownership from the inside out: owning P&L for product portfolios across the US, EU, and Japan markets at Yes4All; running the categories on Amazon Seller Central and Vendor Central as the single point of accountability for roadmap, financial modeling (NPV, IRR, payback, contribution margin), and post-launch optimization. I prioritize ruthlessly using a "One-Pager" framework that aligns tactics to unit economics, and I make decisions on data rather than intuition. Three strengths I would bring to your team:

Roadmap & Prioritization on Data: I have owned product roadmaps where every initiative is scored against financial impact, market trends, and post-launch KPIs — the same data-driven prioritization muscle the JD describes.

Cross-Functional Delivery: I have acted as Product Owner for internal IT/SaaS initiatives, writing functional requirements, partnering with engineering on dashboards, and running UAT — bridging business intent and technical execution.

Builder's Mindset & AI Fluency: With no formal IT background, I shipped a Google Apps Script + API automation that cut manual workload by 30%. I actively use Claude, Perplexity, NotebookLM, and n8n in my daily workflow, and I am currently building a personal AI agent using Claude Code, Obsidian, and VS Code. I am a fast learner — eager to deepen my knowledge of A/B testing frameworks, frontend basics, and the dating/social-discovery domain.

I would welcome the opportunity to discuss how my financial discipline, product ownership mindset, and curiosity for product experimentation can contribute to the roadmap.

Thank you for your time and consideration.

Yours sincerely,
Thien Nguyen

BAO HOANG NGUYEN (THIEN NGUYEN)

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EDUCATION

2015 - 2019

UNIVERSITY OF FOOD INDUSTRY IN HO CHI MINH CITY (HUFI)

Major: Quality Assurance and Food Safety (*Bachelor's Degree*)

PROFESSIONAL SUMMARY

Product Owner with 3+ years across e-commerce, category management, and analytics — owning end-to-end product lifecycles for global portfolios on Amazon (US/EU/JP) and modern-trade retail. Combines financial rigor (NPV, IRR, payback, contribution margin) with hands-on technical agility: ship automation with Google Apps Script + APIs, define data requirements for IT/BI dashboards, and use AI tools (Claude, Perplexity, NotebookLM, n8n) to compress research and operational cycles. Track record of translating business problems into prioritized roadmaps, partnering with engineering on dashboards and internal tools, and presenting outcomes to senior stakeholders.

KEY SKILLS

Product Ownership: Roadmap definition, prioritization, KPI design, post-launch tracking, UAT, requirements documentation, MSRP/pricing strategy.

Data & Analytics: KPI dashboards, post-launch monitoring, segmentation, competitor benchmarking, USP definition, trend forecasting (Power BI, Excel, Google Sheets).

Financial Modeling: NPV, IRR, Cashflow, Payback Period, Contribution Margin, COGS, Revenue Growth Management — packaged into a "One-Pager" decision framework.

Technical Agility: Google Apps Script (automation), API integration (free-tier), SaaS/Vendor Central as Product Owner, partnering with IT on dashboard requirements.

AI & Productivity Stack: Claude (logic & coding prompts), Perplexity & NotebookLM (research), n8n (workflow automation), Claude Code + Obsidian + VS Code (building a personal AI agent).

PROFESSIONAL EXPERIENCE

2023 - 2026

YES4ALL COMPANY LIMITED (YES4ALL)

Market Intelligence Specialist - Amazon and Walmart

- Product Ownership (US / EU / JP): Owned the end-to-end lifecycle for Gardening, Camping, Hiking, and Pet categories on Amazon — from ideation and proposal through launch, post-launch tracking, and optimization across three markets.
- Financial Decision Framework: Built a "One-Pager" evaluation framework for every project, going beyond GMV / revenue / sales volume to evaluate Contribution Margin, COGS, Payback Period, Cashflow, NPV, and IRR — aligning tactics with market trends and unit economics to prioritize the right initiatives.
- Data-Driven Workflow (Proposal → Dashboard → Insight): Drafted proposals, aggregated business logic, partnered with the IT team to build BI dashboards, then cleaned, visualized, and analyzed data to predict trends and present findings to stakeholders.
- Competitive Intelligence & USP: Segmented cleaned data and benchmarked against direct competitors to define product USPs, feeding insights into the product-development team to sharpen positioning.
- Launch & Pricing Governance: Ensured on-time launches and post-launch tracking; set MSRP for new products anchored to strategy, and compared post-launch performance against the One-Pager expectations.
- SaaS / Product Owner Perspective: Operated on AWS Vendor Central (Reporting & Analytics, Catalog Management) as a SaaS user — gaining a client-side perspective on how SaaS platforms are consumed. Internally, acted as Product Owner: requested data and new functions from IT for dashboards and reporting, defining requirements and partnering through delivery.
- Process Automation (Vibe-coded, no formal IT background): Designed and shipped an internal automation tool in Google Apps Script + APIs (free version) in a short turnaround — reducing manual processing by ~30% and improving data accuracy.

- AI-Powered Productivity: Embedded Claude (code & logic prompts), Perplexity & NotebookLM (research), and n8n (automation workflows) into daily operations to compress analysis cycles.
- Stakeholder Alignment: Coordinated with Sales, Marketing, Finance, and Legal to align on business cases, pricing, supply plans, and go-to-market readiness.
- UAT & Requirements: Facilitated UAT sessions for new Power BI dashboards with IT — defining acceptance criteria and ensuring the final solution met stakeholder needs.

2022 - 2023

SEVEN SYSTEM VIET NAM JOINT STOCK COMPANY (7-ELEVEN)

Category Executive

- Market Research & Strategy: Conducted in-depth Comparative Study Analysis (CSA), translated research into annual planning strategy, and executed across the calendar year.
- Product Launch & Pricing: Researched and developed new SKUs, set RRP for new products, executed launches, and tracked post-launch performance for iterative improvement.
- Data-Driven Iteration: Defined post-launch KPIs in Power BI and Excel to monitor product performance and surface commercial risks early.
- Stakeholder Alignment: Collaborated with Marketing, Logistics, and Operations teams to move new products from proposal to shelf, ensuring alignment on supply, visibility, and promotion.
- Supplier & Promotion Management: Sourced and negotiated with suppliers on pricing, trading terms, margin, and promotion support; co-designed monthly campaigns with the Marketing team and ensured POSM/stock readiness.
- Order & Inventory Planning: Managed daily / weekly / monthly / quarterly / yearly supply plans and inventory; coordinated with cross-functional teams on holiday-peak preparation.

2019 - 2022

VISSAN JOINT STOCK COMPANY VIETNAM

Food Quality Control cum Research and Development Specialist

- Quality & Compliance: Validated production standards against strict regulatory requirements - applying foundational QA/QC methodologies to ensure product consistency and safety.
- Inventory Optimization: Managed seasonal supply planning to minimize stockouts during peak demand.

ACTIVITIES

2024 - Now

THE JOI FOUNDATION (VEGETARIAN COFFEE RESTAURANT) - CHARITY

Leader

- Lead a cross-functional volunteer team in the weekly preparation and distribution of vegan food to individuals experiencing homelessness.
- Coordinated logistics, including volunteer scheduling, food sourcing, and distribution routes.

2019 - 2022

AUDIUM CHARITY GROUP

Volunteer

- Taking part in programs that help children in severely poor circumstances.

2015 - 2019

HUFI GUITAR CLUB

Member

- Actively participate in club events in sharing passions about guitar and music.
- Performed on stage and with the faculty at the university.

2023 - 2025 YES4ALL COMPANY LIMITED (YES4ALL)

Product Research and Analytic Specialist

Category Management:

Conduct internal and external CSA, gather information, conduct comparative analysis prices and identify market insights.

Make detailed business plans for the upcoming months and year to meet market trends. Keep updated with the market trends through research, analysis, and evaluate the market to identify customers needs and product trends.

Research and develop new products. Create new SKUs and update prices into the system.

Define strategy and action plans to meet sales and profit.

Communicate and introduce new products to relevant teams including Operation, Logistic, Accounting, and Marketing team to enhance sales and product visibility to customers. Arrange new products position to optimize visibility.

Conduct daily sales follow-ups and analyze sales merchandising reports.

Collaborate with the Operation, Marketing team to create big campaign or promotion monthly.

Analyze market data to identify growth opportunities, potential gaps, and areas for differentiation.

Supplier Management:

Receive and provide feedback on new or improvement products samples weekly. Adjusting flavor and costs to meet insights of customers and gross profit requirements.

Maintain, improve, and expand new SKUs on a monthly basis.

Seek, evaluate, and select new potential suppliers by reviewing capability and facility.

Negotiation with suppliers about pricing, trading terms, margin, claim, promotion, basic sale, contract condition, exchange and return.

Promotion:

Make ideas and execute promotion plans with the marketing team.

Convince with suppliers for the best promotion support based on campaigns.

Make sure sufficient stocks and proper POSM during promotion time.

Order and Inventory:

Coordinate with relevant departments to update projected production volumes during major holidays for optimal preparation. Keep in touch with suppliers and resolve any shipping issues.

Order, monitor, and manage supply plans and inventory levels on a daily/ weekly/ monthly/ quarterly/ yearly basis.

Resolve issues related to orders to ensure sufficient inventory levels.

Business Analysis & Requirements Gathering:

Collaborated with senior stakeholders (Marketing, Sales, Legal, Finance, etc) to analyze and document business requirements for new digital product initiatives.

Translated high-level business needs into functional requirements, defining competitive positioning, pricing strategy, and financial projections for business cases.

Conducted gap analysis by leading market and competitor research to identify commercial opportunities and risks, directly informing project scope and feasibility.

Project Coordination & Delivery:

Supported project delivery by defining and monitoring post-launch KPIs with Power BI and Excel, providing data-driven insights for iterative improvements and risk mitigation.

Facilitated User Acceptance Testing (UAT) sessions for new Power BI dashboards, partnering with IT to define requirements and acceptance criteria, ensuring the final solution met stakeholder needs.

Workflow Design & Process Automation:

Designed and delivered an internal workflow automation tool using Google Apps Script and APIs, acting as the bridge between a business problem (manual processing) and a technical solution.

Documented the end-to-end workflow, mapped the process, and managed the project lifecycle, resulting in a 30% reduction in processing time and improved data accuracy.

2022 - 2023

SEVEN SYSTEM VIET NAM JOINT STOCK COMPANY (7-ELEVEN)

Category Executive

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Dear Hiring Manager,

I am writing to express my interest in the Remote Part Time Business Analyst position at your company, because I believe that I am a suitable candidate for it. First and foremost, I have experience working well with new markets, having knowledge of making business plans, researching markets, analyzing data, and suggesting good tactics that fit with the company. Secondly, my fluency in English has facilitated my continuous learning and enabled me to adapt quickly to new information and global trends. I am confident that an increased successful rate of projects in the current company to also helps managers to achieve their best target. Though this change of position has surprised some, I trust my choice

In my current role as Market Research and Analytics, I have learned how to build and scale up new markets with the advantages and disadvantages, how to multitask under high pressure, and the value of hard work (10 - 12 hours a day to be exact). I thrive in managing my schedule and building strong relationships. Additionally, I am a good listener and dedicated to work. I am also willing to learn new things in a fast-paced and dynamic working environment where I am challenged every day! I especially excel at controlling my emotions and analytical thinking. It is for these reasons that I strongly believe all the skills I have harnessed are very transferable to this new role.

I am ready to take on any challenge with a positive attitude and am equally excited to learn the wider range of skills that this position can offer. I am available for an interview at short notice and would very much appreciate the opportunity to demonstrate to you my skills, qualities, and experience.

I admire [Company Name]'s commitment to [mention a value, project, or mission that resonates with you], and I am enthusiastic about the chance to contribute to [specific company goal or mission]. I am confident that my experience in [mention one or two key skills] would allow me to make a positive impact on your team.

Thank you for considering my application. I look forward to the opportunity to further discuss how my skills and experiences align with the needs of your team. Please feel free to contact me at [phone number] or [email] to schedule an interview.

Sincerely,
[Your Name]

Stakeholder Alignment: Collaborated with Sales, Legal, and Engineering teams to move digital product initiatives from ideation to "Done" based on documented business requirements.