Sy Nguyen

COMMERCIALISATION STRATEGIST



Highlights

- I start by understanding the 0.25: what already works, how mature the market is, and what resources exist
- I agree on the P&L line and its owner before anything is built
- I treat communication as part of the business model, especially in crowded or brand-new markets
- I test ideas in real operations before recommending them

Commercialisation and go-to-market strategist with 9 years of experience helping ideas and technologies that already work become businesses that sell - moving them from 0.25 to 1. I have worked on market entry, business development, commercial strategy, brand positioning and applied AI for multinational and overseas companies in Vietnam and Southeast Asia, across more than 60 brands in FMCG, healthcare, technology, finance and industrials. Highlights include building a business line to $1.2M in its first year; helping an overseas studio enter Vietnam with 18,000 players in month one, 3.6 times a three-month target, at $21 per player against an $80 benchmark; reducing an AI tool's running cost by 79%; and growing a brand community in which members created about 70% of the content. My strengths are market validation, positioning and pricing, go-to-market planning, unit economics, and working across functions without formal authority. I come from the business side and have technical fluency, self-taught since 2009. Open to international relocation and fractional strategy partnerships. Vietnamese (native), English (professional working).

$1.2M
First-year revenue of a business line built from zero

3.6x
Three-month launch target reached in the first month

79%
Reduction in the running cost of an in-house AI tool

70%
Share of community content created by members

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Education

2013 - 2017
Bachelor's, marketing
University of Economics Ho Chi Minh City

2010 - 2013
Mathematics
Hoang Le Kha Gifted High School

Foundation

My work rests on three foundations, which arrived in the order below.

Learned marketing and communications strategy in the agency years, where a message only counts once it changes what the person receiving it does.

Taught myself to code from 2009, enough to prototype an idea and price its unit cost, so that commercial recommendations are tested before they are made.

Developed business strategy directly with CEOs and business owners, reading the potential in an organisation's operations, people, capital and the founder's convictions, then following it through to a number someone is accountable for.

Experience

2023 - NOW
Senior strategic planner
oRo Vietnam

Designed growth ecosystems in which technology, community and commerce reinforce one another, working directly with the CEO on the company's new strategic direction.

Productised the company's applied-AI capability into a standard service line with a repeatable price, which is the step that turns a skill into a line of business.

Led company-wide AI adoption, then coordinated the design and account leads who built the new AI service lines, working across teams with peers rather than direct reports.

2022 - 2023
Senior business strategic planner
CREATORY

Turned strategic ideas into products and business units that had to stand on their own numbers, working directly with the CEO and COO.

Worked as a core member of the Business Strategy Group, alongside managers from finance, operations, strategy and legal, to test routes to a healthy business model.

Began the fundraising work here by preparing the full evidence pack for an institutional raise, argued from the P&L rather than from a presentation.

2020 - 2022
Senior strategic planner
CREATORY

Built growth strategies for creators themselves rather than buying access to their audiences, treating community as a business model rather than a channel.

Built the Community & Web3 business with the team, from zero to $1.2M in revenue in its first year.

Developed a repeatable method for designing communities that keep running after the campaign budget stops.

2019 - 2020
Senior strategic planner
RED2 Digital

Connected marketing activity to revenue for businesses moving from traditional trade into digital channels, across Vietnam and Singapore.

Built the measurement layer that ties marketing spend to a revenue number the finance team accepts, across two markets, so that a budget is no longer an act of faith.

2017 - 2019
Strategic planner
Edelman Vietnam

Built corporate narrative and complex B2B communications at a firm whose core subject is trust.

Wrote for parents, engineers, regulators and investors who were all reading about the same company at the same time.

Approached repositioning by identifying the trust gap underneath the stated business problem and treating it as the real brief.

2016 - 2017
Digital executive to junior strategic planner
Mullenlowe Vietnam

Ran day-to-day digital operations for global brands and took part in the strategy process from the ground up.

Gained the execution grounding that keeps later strategy work buildable, because a plan is only credible once you have had to deliver one on time yourself.

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