



SY NGUYEN

THE PRACTICE-BASED STRATEGIST

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\$1.2M

First-year revenue from a business unit built from zero

\$1M

Pre-Series B raise supported, generative AI and Metahuman

9 yrs

Agency, community and client-service businesses

2

Practices kept apart: business strategy, applied AI

Business strategist and applied-AI practitioner. 9 years across agency communications, community businesses and client services in Vietnam, working directly with CEOs and owners. Business strategy: researching the potential a company has not yet spent - in the operation, its people, its capital, and what the founder personally believes in - and turning it into an operation that runs and a community that gathers around a business with an ideal behind it. Business applied AI: taking new technology into that operation until it sells or the business depends on it. Self-taught programmer since 2009, which is why a recommendation gets built and tested rather than filed.

FOUNDATION

Everything rests on three things, and they arrived in that order.

- Marketing communications strategy, from the agency years - where a message only counts once it changes what someone does.
- Programming, self-taught since 2009 - a personal discipline rather than a software career, and the reason an idea becomes a running product rather than a slide.
- Business strategy done directly alongside CEOs and owners - reading the potential in a business, its people, its capital and the founder's own conviction, which is what makes the other two add up to one path instead of a change of career.

EXPERTISE

business strategy · business applied ai · brand & go-to-market · growth & community · fundraising narrative · marketing communications

HIGHLIGHTS

- Built a Community & Web3 business unit that reached \$1.2M revenue in its first year
- Supported a \$1M Pre-Series B raise involving generative AI and Metahuman work
- Drove company-wide AI adoption and coordinated the people building new AI service lines
- Designed end-to-end brand and go-to-market strategy serving brand and sales together

EXPERIENCE

002. **oRo Vietnam**
SENIOR STRATEGIC PLANNER

2023 - NOW

Designing growth ecosystems where technology, community and commerce connect, working directly with the CEO on a new direction for the company.

- Turned the applied-AI practice into a standardised service line with a repeatable price - the part that makes it a business rather than a capability.
- Created the motivation for AI adoption across the entire staff, then coordinated the design and account leads who built the new AI service lines, without positional authority over any of them.

003. **CREATORY** 2022 - 2023
SENIOR BUSINESS STRATEGIC PLANNER
Turning strategic ideas into products and business units that had to stand on their own numbers, working directly with the CEO and COO.
- Core member of the Business Strategy Group alongside management from finance, operations, strategy and legal, testing routes to a healthy business model.
 - Where the fundraising work began: the full document set behind a raise, argued through a profit and loss statement rather than a deck.
004. **CREATORY** 2020 - 2022
SENIOR STRATEGIC PLANNER
Built growth strategies for creators themselves rather than buying access to their audiences - community as a business model, not a channel.
- Built a Community & Web3 business unit from nothing to \$1.2M of first-year revenue.
 - Produced a repeatable method for designing communities that keep running after the campaign budget stops.
005. **RED2 Digital** 2019 - 2020
SENIOR STRATEGIC PLANNER
Connected marketing activity to commerce for businesses moving from traditional trade into digital, across Vietnam and Singapore.
- Installed the measurement that ties spend to a number a finance team will accept, so a budget stops being an act of faith.
006. **Edelman Vietnam** 2017 - 2019
STRATEGIC PLANNER
Corporate narrative and complex B2B communication at a firm whose core subject is trust.
- Wrote for parents, engineers, regulators and investors reading the same company at once.
 - Repositioning work that treats the trust deficit underneath a stated business problem as the actual brief.
007. **Mullenlowe Vietnam** 2016 - 2017
DIGITAL EXECUTIVE TO JUNIOR STRATEGIC PLANNER
Ran the daily digital mechanics for global brands and contributed to the strategic process from underneath it.
- The execution grounding that keeps later strategy buildable - it is hard to plan credibly what you have never had to ship.

EDUCATION

008. **University of Economics Ho Chi Minh City** 2013 - 2017
BACHELOR'S, MARKETING
009. **Hoang Le Kha Gifted High School** 2010 - 2013
MATHEMATICS
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