



Email:

amynhupham.work@gmail.com

Phone:

0708251195

Address:

Vietnam

Website & LinkedIn

<https://amypham.work/>

<https://www.linkedin.com/in/amynhupham/>

Skills Summary

Product Management & Growth: Product Strategy, Product Discovery, Product Roadmap, Product Lifecycle Management, Growth Strategy, Product Analytics, Experimentation (A/B Testing), KPI & OKR Definition, User Research, Customer Journey Mapping, Go-to-Market Strategy, Feature Prioritization, Stakeholder Management.

Business Analysis & Product Delivery: Business Process Analysis, Requirements Elicitation, User Stories, Acceptance Criteria, Use Cases, Process Mapping, BPMN, Activity Diagram, Sequence Diagram, Wireframing, Functional Specification, Backlog Management, Sprint Planning, UAT, SQL, Database Fundamentals.

PHAM NGOC QUYNH NHU (AMY PHAM)

Product Manager | Product Owner | Business Analyst

Objective

A strategic and detail-oriented Product Manager with a strong foundation in business analysis and cross-functional leadership. I excel at translating complex business requirements into clear, actionable roadmaps and building products that balance user needs, technical feasibility, and business impact. With a deep understanding of agile methodologies, I work closely with engineering, design, and operations teams to deliver scalable, user-centric solutions. I'm passionate about solving real-world problems through thoughtful product design, continuous iteration, and data-informed decision-making.

Education

SWISS INFORMATION & MANAGEMENT, ZUG, SWITZERLAND,

Doctor of Business Administration in IT

2021 - 2024

ANGELO STATE UNIVERSITY, SAN ANGELO, TEXAS, U.S, MA in

Computer Science

2017 - 2019

Angelo State University's ranking in the 2019 edition of Best Colleges is Regional Universities West, Tier 2.

HCMC UNIVERSITY OF PEDAGOGY, VIETNAM, BA in Informatics

System

2013 - 2017

Professional Training

: Certificates of Digital Product Management

: Certificates of Fundamental Business Analysis

Agile Product Development: Agile, Scrum, Cross-functional Team Leadership, Product Ownership, Sprint Planning, Release Planning, Product Increment Delivery, Continuous Improvement.

Product Analytics & Tools: Claude Code, Lovable, MCP, SQL, Stitch, Google Analytics, PostHog, Jira, Confluence, Figma, Miro, Notion, HubSpot.

Leadership & Business Competencies: Product Leadership, Strategic Thinking, Data-driven Decision Making, Problem Solving, Critical Thinking, Team Leadership, Stakeholder Management, Cross-functional Collaboration, Communication, Presentation, Negotiation, Mentoring, Decision Making.

Industry Experience: AI, FinTech, Cryptocurrency, Banking, Marketplace, PropTech, Healthcare, Insurance, Manufacturing, Education, Products, SaaS.

Foreign Language: English (C1 level), Japanese (N4 level), French (A2 level)

: Certificates of Business Analysis in Banking & Finance

Working History

Bob.ai, USA, Growth Product Manager

JAN 2026 - Now

Key Skills:

- * Growth Strategy & Product Scaling – Led growth-focused product initiatives to improve user acquisition, engagement, retention, and conversion across AI-driven platforms.
- * Product Analytics & Data-Driven Decision Making – Defined KPIs, monitored product performance, and leveraged analytics to optimize funnels, landing pages, and user journeys.
- * Cross Functional Leadership – Collaborated closely with Engineering, AI, Operations, Marketing, and Sales teams to align product growth initiatives with business goals.

Key Achievements/Projects:

- * MOR AI Assistant for PBCA and Property Managers
- * AI Contact Center
- * Referral Program

Key Responsibilities:

- * Owned and prioritized growth initiatives focused on acquisition, activation, retention, and conversion optimization.
- * Analyzed user behavior, product metrics, and funnel performance to identify growth opportunities and product improvements.
- * Collaborated with stakeholders across Product, Engineering, Marketing, and Operations to deliver scalable product solutions.
- * Defined product requirements, workflows, and acceptance criteria for growth-related features and experiments.
- * Supported go-to-market activities, landing page optimization, and product positioning strategies.
- * Introduced feedback loops and analytics tracking to continuously improve product performance and user experience.

Little Hinges, Australia, Technical Product Development Lead -

Domain: Real Estate Properties, AI, Data Analytics

June 2024 - JAN 2026

Key Skills:

- * Product Strategy & Roadmapping - Defined and executed the product roadmap, aligning with customer needs, operational processes, and business goals.
- * Requirements Gathering & Business Analysis
- * Dev Team Leader - Agile Delivery & Team Collaboration

Key Achievements/Projects:

- * Launched the New Booking Platform with increased reliability, conversion, and operational visibility.
- * Improved booking accuracy and reduced manual intervention by introducing smarter address matching and validation flows.
- * Recognized by leadership for cross-functional leadership, delivery discipline, and clear documentation.

Key Responsibilities:

- * Created user personas, journey maps, and end-to-end workflows to guide product development.

- * Conducted in-depth discovery sessions with internal teams (CX, VTTs, Marketing, Growth) and external clients (realtors, property managers).
- * Wrote detailed user stories, acceptance criteria, and use cases for technical implementation.
- * Introduced analytics and user feedback loops to continuously iterate on the product.
- * Prioritized and managed product backlogs to ensure the highest-value features were delivered first.

VMO Group Holdings, Product Owner, Lead Business Analyst -

Domain: Blockchain, Fintech, AI, Insurtech

DEC 2022 - June 2024

Key Skills:

- * Product Management – create roadmap, and determine major milestones for delivery. Prioritize deliveries based on target users' needs and stakeholders' demands.
- * Team Coordination – manage, coordinate, prioritize, and define shared goals and outcomes.
- * Documentations, Measurement, and Reporting – enable delivery through responding to key questions, make decisions, review work items, plan, track & report progress.
- * Good Leadership and Mentoring skills

Key Achievements/Projects:

- * Renewable Energy (Clients: Australia)
- * LOS (Loan Origination System) (Clients: Indonesia).
- * Trading Crypto Price Alert (Clients: Thailand)
- * AI Engineer Cable Auto (Clients: France, USA, Taiwan)
- * Core Insurtech Platform (Clients: Korea)
- * Lead Business Analyst of team size of 5 BA - 3 juniors and 2 mediors

Key Responsibilities:

- * Managing product strategy, roadmap, product delivery and performance metrics.
- * Collaborating with stakeholders of all level to define the roadmap and long-term vision for the products, and ensure targets are met.
- * Prioritizing and managing the product backlog, balancing features, enhancements, and bug fixes.
- * Applying Business Analysis techniques to ensure that what is produced is aligned and value maximized for clients.
- * Supporting Project Manager in project planning and implementation

FPT SOFTWARE, IT Business Analyst - Domain: Fintech, Insurtech

AUG 2019 - DEC 2022

Key Skills:

- * Strong Requirements Analysis skills
- * Proposal Bidding for Business Unit
- * Good Mockups & Wireframing skills (Figma and Balsamiq)
- * Ability to engage and communicate effectively with stakeholders.
- * Conducting demo meetings with clients
- * Supporting the UAT in testing, verifying bugs/issues with clients

Key Achievements/Projects:

- * Trading/Blockchain (Clients: USA).
- * Proposal Bidding - AI projects (Clients: Canada, Taiwan, Singapore)
- * Development Team Leader positioned after a 5 months joining the team.

Key Responsibilities:

- * Working with stakeholders to elicit and define business/user requirements
- * Analyzing, managing and documenting requirements
- * Applying Business Analysis techniques to ensure that what is produced is aligned and value maximized for clients.
- * Supporting Project Manager in project planning and implementation
- * Maintaining good & professional working relations with clients, project team members for good work cooperation.