



VU PHAM MINH TUAN

Business Development Manager/PM, at FPT Software
Former Marketing Production Project Manager, at Spring Production
Former Station Manager, at Vietnam Airlines

"Hello, my name is Tuan (Jack), Bilingual (JP-EN) ERP & CRM Software Business Development Manager/PM at FPT Software, certified PMP, expert in AI-driven workflow automation, specialist in marketing campaigns production and customer service fields."

✉ jack.lamano@gmail.com

🌐 www.vuphamminhtuan.com

☎ (+84) 902 77 86 44

🏠 An Phu ward, Thu Duc city, Ho Chi Minh City, Vietnam

- 📌 Top 6 finalist in "Trạng FPT" corporate leadership contest in both 2023 & 2024.
- 📌 Recognized as a FSFT STARS awardee in 2023 & 2024 for outstanding performance.
- 📌 Secured Total Contract Value (TCV) of \$18.6M in 2024 across 16 clients in NE Asia, Europe, and the UK, including large-scale, multi-division bids.
- 📌 Closed a landmark \$22.5M contract in 2025—one of the highest single-deal values in the division's history.
- 📌 In 2021, ranked as "Excellence" in the Annual Employee Performance Evaluation at Spring Production.
- 📌 In 2018, 2019 and 2020, ranked in the *Top tier* in the Annual Employee Performance Evaluation at a Vietnam Airlines operational department formerly named as Tan Son Nhat Operation Center (TOC).
- 📌 In 2018 and 2019, "Corporation Level Recognition of Outstanding Performance" awarded by CEO of Vietnam Airlines.

SKILLS

Languages: Vietnamese: Native English: Proficient Japanese: Proficient German: Intermediate
IELTS 6.5 & TOEIC 910 JLPT N1 Goethe Zertifikat B1

Project Management: Project Management Professional (PMP)®, Cert No.: 3981301, Issued Date: 26th November 2024

Software skills:

- **AI & Automation:** Microsoft Copilot Studio, Microsoft Power Automate, Notion and n8n. **Level:** Expert
- **Project Management:** JIRA, Confluence, Figma
- MS Office Intermediate Level B Certificate by Vietnam National University (Excellent rank at 9.5/10).

Working skills:

Proficient Business English & Japanese

Perform advanced linguistic skill at all practical business situations proofed through various manager roles such as Business Development Manager for a global software services brand, Project Manager responsible for international corporations' marketing production projects, and Station Manager in charge of Japan & Europe flight routes for a 5-star airline.

Digital Marketing Specialist

- Digital Marketing Certificate by Udacity (Verify link: confirm.udacity.com/7RGFELM7)
- Specialise in B2B & B2B2C marketing strategies & tactics.
- Focusing area: digital marketing including SEO, SEM, display ads, website contents, email marketing, SNS and massive global campaigns management for various industries such as Software, Healthcare, Manufacturing, Utility, etc.

AI & Automation for Real Impact

Expert in AI-powered workflows using Power Automate, Copilot Studio, NotionAI and n8n, integrating Teams, SharePoint, and Planner to streamline collaboration, ensure data accuracy, and enable smart decisions.

- End-to-end automation: project setup, task management, performance analysis
- 60% workload reduction via AI agents
- Team efficiency & actionable insights
- Centralized, high-quality data for optimization

Decision-making & Leadership

- Product Manager Certificate by Udacity (Verify link: confirm.udacity.com/R9FGTMVJ)
- Take the lead in addressing challenges; consistently leverage strong decision-making skill with a high KPI completion rate to successfully carry out every year:
 - 350+ business development activities for a 1200-employees group.
 - Production of 30 global marketing campaigns & 100,000+ assets.
 - Customer services management for 900,000+ international passengers.

Negotiation and Problem-solving Expert

A guaranteed 100% success rate in negotiation and problem-solving; daily coping with numerous ad hoc situations including solving internal and external problems and negotiating with the toughest customers to reach an agreement point that harmonises with both my companies' policies and multi-culture customers' demands.

Professional Relationship Manager & Teamwork Influencer:

10+ years of experience in internal- and external relationship management toward a wide spectrum of multinational and multi-industry clients including Japan, UK, EU, US and Middle East; experienced in managing large scale teams consisting of up to 100+ members.

WORK EXPERIENCE

FPT Software – Enterprise Business Services (EBS) Division, Ho Chi Minh City, 11/2021 – Now

FPT Software is a global IT services provider operating in over 20 countries, with \$1B revenue in 2023. Within the core ERP-focused EBS division (1,000+ employees), I lead Business Development efforts for Europe and Northeast Asia.

ERP Product PM / Bid & Delivery Bridge (BD Manager) for Japan, China, UK and Europe regions

- Key Responsibilities:
 - Lead Bid Manager for ERP & CRM opportunities.
 - Offshore BD representative in Europe and Northeast Asia activities.
 - Digital Marketing Strategist managing multi-channel lead generation.
 - Business Data Analyst providing actionable insights.
 - Client Relationship Manager for strategic accounts.
 - Coordinator between Presales and Delivery teams.
 - Internal Project Manager for EBS initiatives.
 - Authored API-mapping specs & user stories for Power Platform bots.
 - Trilingual Interpreter/Translator (English–Japanese–Vietnamese).
- New unique values I added to the organization:
 - Built AI agents and automated flows to streamline opportunity handling and bid strategy execution.
 - Built a centralized client database (2019–2023) to support relationship management, targeted marketing, and bidding precision.
 - Created and maintained a centralized presales and marketing asset library aligned with brand guidelines.
 - Revamped SAP and Microsoft D365 websites with 20+ landing pages and 25+ blogs annually for global and Japan sites.
 - Standardized and streamlined BD processes across internal and external stakeholders.
 - Managed and analyzed BD Tool data to uncover insights on win rates, pricing sensitivity, and deal prioritization.
 - Voluntarily supported delivery teams with strategy, legal review, and trilingual communication to promote “One Team” culture and delivery quality.

Spring Production, Ho Chi Minh City, 11/2020 – 11/2021

Spring Production is a Danish-owned marketing production agency delivering high-volume asset execution services. As Project Manager, I led end-to-end marketing production projects for two global manufacturers in pumping systems and hearing aids.

Project Manager for Global Marketing Production Projects (including Japan market)

Client & Admin Management:

- Acted as the primary client contact to strengthen long-term partnerships.
- Onboarded new clients, structured digital asset libraries, and managed internal teams.
- Provided internal consultancy to enhance collaboration across production units.

Project Management & Execution:

- Oversaw a wide scope of services:
 - Image & Graphics: Retouching, creative artwork, POS, and social assets.
 - CGI & 3D: Motion videos, product renders, 360 animations, and interactive visuals.
 - Versioning: Localization of global assets across print, video, and digital.
 - Digitalization: Process analysis, DAM/CMS support (AEM, ACS), front-/back-end coordination.
- Designed end-to-end project workflows—from client onboarding to post-delivery review.
- Scheduled multi-team operations to meet tight deadlines with optimal resource allocation.
- Acted as brand compliance expert ensuring consistency across localized markets.
- Oversaw day-to-day operations, addressed urgent issues, and ensured timely delivery.
- Conducted final quality checks for all deliverables.

Financial Oversight:

- Estimated costs, negotiated pricing, and ensured project profitability.
- Handled invoicing, umbrella budgets, and ad hoc financial requests.
- Prepared post-project financial reviews to guide future planning.

Japanese Market Specialist:

- Managed Japan-specific projects requiring both project oversight and JP–EN interpretation.

Freelance interpreter, Ho Chi Minh City, 05/2015 - Now

I have been doing English - Japanese and Japanese - Vietnamese interpretation projects as a freelancer.

Vietnam Airlines, Tan Son Nhat Airport, 12/2015 – 10/2020

Station Manager of International Flight Routes including Northeast Asia, Australia & Europe

- Directed ground operations and customer service for 900 K+ Japan, Australia & Europe passengers; led 100+ staff and third-party partners to 5-star standards.
- Resolved high-stakes disruptions and VIP issues, earning CEO commendations and top-tier performance ratings (2018-2020).

Private business and Language study, Ho Chi Minh City, 04/2013 – 12/2015

In this period, I planned to study Japanese and German to support my career path in the future. In order to execute that plan, I shifted my status from a full-time employee to running my own business to be able to focus on my study. My business included investing in financial market, running a local fashion and supplemental foods brand:

1. Investing in Financial Markets, 04/2013 – 12/2015

Main markets: stock & gold. Main target: neutralizing risk from other projects and minimizing dead capital.

2. J'adore Fashion Shop, 09/2013 – 04/2015



Scope: running a small tailor house that made clothes basing on self design ideas (a complete business model from consuming materials to distribution); targeting range of customers: 20s-years-old female; Sale channels: online shop and flea markets.

3. Trading supplemental food, 05/2013 – 12/2015

Main Products: Optimum Gold Standard 100% Whey (2lbs & 5lbs), Arnold Series: Arnold Iron Whey (5lbs).

Business operation: Importing from suppliers (bodybuilding.com and Aussie Supplements Australia) → distributing products through 2 channels: online shop and local fitness centres in district 2 and Binh Thanh.

Fimexco, Ho Chi Minh City, 11/2012 – 04/2013

Accountant

- Managed international payments, credit contracts, and cash-flow for Western Ford subsidiary, strengthening bank relationships.
- Streamlined loan and receivables tracking, ensuring audit-ready compliance and timely settlements.

Techcombank, Ho Chi Minh City, 01/2012 – 09/2012

SME and Retail Banking Officer (Internship)

- Supported client acquisition, credit appraisal, and disbursement for SME loans, gaining foundations in banking operations.
- Assisted senior officers with customer onboarding and daily transaction processing.

EDUCATION AND QUALIFICATIONS

Ton Duc Thang University, HCMC, 2008 – 2012

Full-time education

Bachelor in Finance and Credit

Degree Classification: Good

Logo:



Core modules:

Banking accounting

Corporate finance

Financial investment

Financial report analysis

International finance

Stock market

Centre for Applied Economics of Ton Duc Thang University, HCMC, 2012

Certificate of Relationship Management Officer (Short-term course)

Degree Classification: Good

PERSONAL PERSPECTIVE AND PLANS

- Person** ✓ Work hard with full responsibility to contribute to the welfare of my company.
- perspective:** ✓ Support colleagues actively to create effective working networks.
✓ Be righteous and conform to the moral principles to secure the right benefits of clients and my company.
- Plans:** ✓ My language proficiency in Vietnamese, English, and Japanese is a core strength that I continuously strive to refine.
✓ In addition, I actively pursue mastery of cutting-edge technologies such as AI and automation to maximize efficiency and enable smarter decision-making.
✓ By combining cultural understanding with high-performance digital solutions, I aim to deliver personalized service experiences and strengthen competitive advantage in the global market.

ACTIVITIES AND INTERESTS

I am passionate about exploring the unique aspects of global cultures and applying those insights to business contexts. Over the past 15 years working with international clients, I've gained deep understanding of how cultural behavior influences communication, collaboration, and negotiation.

In parallel, I am deeply interested in researching and practicing operational efficiency through technology-driven solutions. From workflow automation to AI integration, I find great satisfaction in creating systems that reduce waste, enhance accuracy, and empower teams to perform at their best. For me, customer satisfaction and tangible impact are the true measures of success.