



# Do Quang Anh (Thor)

Senior Product Manager

 0772355105

 quanganhdo.dqa@gmail.com

## Professional Summary

Technical Product Owner with over 4 years of experience building scalable digital platforms across Ride-hailing, Food Delivery, Logistics, Retail, and FMCG Ecosystem. A strategic problem-solver in driving end-to-end product lifecycle, from market analysis, product roadmap, product delivery, and optimization, while delivering measurable business impact.

## Work Experience

### GREEN SM

PMO Marketplace (Driver & Dispatch Platform) | Nov 2025 - Apr 2026

*Spearheaded the strategic product roadmap, annual planning, and system logic for the driver-partner ecosystem and logistics services within the VinGroup ecosystem.*

- **Annual Planning & Strategic Roadmap:** Led the Annual Operating Plan (AOP) and product planning cycle for the logistics ecosystem. Collaborated with key stakeholders to define OKRs, prioritize product portfolios, and optimize resource allocation across multiple cross-functional squads.
- **PMO & Execution Governance:** Established robust PMO frameworks to track project health, mitigate delivery risks, and streamline cross-functional workflows. Spearheaded end-to-end User Acceptance Testing (UAT) and Market Research initiatives, conducting competitor benchmarking. Ensured the timely rollout of scalable B2B / B2C service flows.
- **Stakeholder Alignment:** Managed cross-functional communication between Biz and Tech teams, ensuring that logical system flows aligned with operational constraints.

### SHOPEE FOOD

Senior Product Manager (Driver & Dispatch) | Aug 2024 - Nov 2025

*Directed the Back End System, Core Services, and Driver Application for a nationwide driver fleet*

- **Batching & Dispatch Optimization:** Collaborated with the tech team to refine the dynamic surge fee engine and dispatch algorithms, improving overall operational performance and order fulfillment efficiency by 15%.
- **Supply-Demand Balancing & Peakmode Optimization:** Engineered automated control mechanisms and refined Peakmode rules to proactively address under-supply challenges. By dynamically calibrating surge pricing triggers and driver incentive models, successfully stabilized the system during extreme demand spikes.
- **Fraud & Risk Mitigation:** Developed sophisticated fraud detection models using behavioral data to prevent account takeovers, fake orders, and incentive abuse, saving the company an estimated 120 billion VND per month.

- **Driver Ecosystem Management:** Managed the end-to-end product logic for the driver-partner application and admin, ensuring seamless integration between operational requirements, real-time dispatching, and earning transparency.
- **Incentive Rule Engine & Tooling:** Architected a dynamic configuration engine for driver incentive schemes to empower operational teams in customizing and deploying complex payout rules in real-time, reducing campaign setup time.

## FPT SOFTWARE

Senior Business Analyst (Data Transformation) | Feb 2024 - Aug 2024

*Consulted on enterprise data architecture and predictive analytics for major retail and healthcare accounts.*

- **System Architecture:** Designed scalable ERDs and data dictionaries for high-concurrency environments, ensuring data reliability for BI and future ML use cases.
- **Data Pipeline Optimization:** Defined ETL requirements (SQL, Redis, Kafka) to synchronize financial and operational data, increasing reporting accuracy.

## VITADAIRY

Business Analyst Lead (FMCG Loyalty App) | Oct 2022 - Jan 2024

*Managed the end-to-end product lifecycle for a customer loyalty ecosystem centered on virtual currency.*

- **Loyalty Virtual Currency Logic:** Designed secure point-accumulation and reward-redemption algorithms, reducing system exploits and boosting user retention by 40%.
- **Documentation Excellence:** Standardized technical documentation processes (Flowcharts, API docs), leading to a 70% reduction in production-level bugs.

## VIETGUYS

Product Delivery & Consultant Lead (Digital Solutions) | Mar 2019 - Oct 2022

*Consulted on digital marketing automation and Customer Data Platform (CDP) solutions for enterprise clients.*

- **CDP & Automation:** Implemented CDP using event-based triggers to automate multi-channel messaging.
- **Growth Strategy:** Achieved a 50% revenue increase in 6 months through new pricing and product bundle strategies.

## Early Career

### TINIWORLD

Marketing Supervisor | Mar 2018 - Feb 2019

### DAIDONG LOGISTIC

Logistic Coordinator | Sep 2013 - Feb 2018

## Key Skills

- **Product:** Product Management, Roadmap Planning, Market Research, Competitive Analysis.
- **Management:** Agile/Scrum, Stakeholder Management, Jira, Confluence, Figma, Claude.
- **Technical & Data:** Database Design, ERD & Logic Flow, API Design, System Architecture.
- **Agentic AI & Productivity:** Agentic AI Workflows, AI-driven Product Backlog Management, Automated BRD Analysis, Prompt Engineering.