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Training and consulting on applying AI to business operations

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SUMMARY

I have run my own businesses and worked in operations and management across many fields: homestays, marketing, crypto, technology, F&B, events and agencies. So I know the pains of small and medium businesses first-hand. Whatever the field, I have always been the one who explores, distils and shares knowledge, technology above all, so that people can work more easily and lightly.

Today I focus on exactly that strength: consulting and training on applying AI automation in business. Not starting from the tools, but choosing the right work first, getting results, then optimising for performance. Helping people understand the fundamentals and stay in control, without depending on anyone.

- 2,900+ students through the courses, 200+ of them business owners
- 700+ business owners at talks, workshops and webinars
- 10+ companies trained in-house, each curriculum tailored after a review
- National Director of Digital Transformation, JCI Vietnam 2026

EXPERTISE

Training

Curriculum built on real processes · Public and in-house delivery · Running large cohorts

AI & automation

AI agents, packaging skills · n8n, process automation · LarkSuite, Lark Base

Operations & product

Process review and redesign · Product management · Operations and admissions systems at scale

SELECTED TRAINING AND CONSULTING

Teamwork with AI

Six-session public course · four cohorts run

- For business owners and managers, learning on their own real work.
- Afterwards they can build an AI assistant that knows them and their company, package repeated processes into skills the AI follows, and put up a landing page for their products and services.
- They understand the fundamentals well enough to maintain and update their AI setup after the course, without depending on the trainer.

AI Agent K1: Build your personal assistant

Co-hosted with Vuon Uom Khu Pho · six online sessions · Aug–Sep 2026 · close to 600 students

- For working people who want AI to go from a toy for questions to a real work partner.
- One deliverable per session: a personal AI assistant, skills for repeated work, a data analysis report, a searchable knowledge base and a live portfolio, assembled into a portfolio at the end.
- 504 responses · instructor knowledge 4.81/5 · teaching style 4.74/5 · likelihood to recommend 4.85/5.

Fullstack Marketing: guest lecturer

Vuon Uom Khu Pho · AI Agent module · 3 sessions · a class of over 1,800

- Taught marketers to bring AI agents into daily work, from connecting tools to packaging repeated work into skills.
- Everyday examples meant learners without a tech background could follow; this was the most praised point.
- 349 responses · instructor knowledge 4.93/5 · teaching style 4.88/5.

In-house training and consulting

10+ companies · Rang Dong, DXCON, VCCI, ThaiBinh Seed, JCI, Doi Llum and others

- For companies that want the whole team using AI in operations.
- Process review first, then pick what is worth packaging, then train.
- A separate curriculum per organisation, built on their real processes and data.
- Handed over with the means to maintain and update it.

COMMUNITY ROLES

JCI Vietnam · National Director of Digital Transformation — **2026**

CEO HN8 class · Head of Technology

Single-handedly built and ran the class operations system, with 449 business owners enrolled.

CEO HN9 class · Acting Head of Technology

Single-handedly built and ran the admissions system for CEO HN8 and HN9, over 1,500 applications.

JCI Grace · Local Secretary General — **2025**

JCI Thanglong Junior Club · Mentor

EXPERIENCE

KesFlow · CEO & Founder — **2025 - present**

Consulting and training on AI automation for small and medium businesses.

- Public courses, in-house training, operations advisory and 1:1 coaching on applying AI automation.
- Personally deliver every public course and in-house programme.

SEONGON · AI Solution Manager — **2024 - 2025**

Digital marketing agency.

- Designed and delivered AI solutions for internal processes and for clients.

Kaipany · CTO & Co-founder — **2023 - 2024**

- Responsible for technology and product.

Doi Llum · CEO — **2023 - 2024**

Resort in Soc Son, Hanoi.

- Ran operations, built processes and a management system on LarkSuite.

MobiFone IT · Project Manager — **2023**

ShopBase (Open Commerce Technology) · Product Manager — **2022 - 2023**

E-commerce platform for dropshipping and digital products.

- Worked across four product teams, writing specifications and wireframes.
- Shipped ShopBase Creator and ShopBase NewEcom.

Crypto Sloth · CEO & Founder — **2021 - 2022**

Crypto portfolio management and analytics tool.

- Built a team of more than 15 across dev, data, marketing and research.
- Shipped the MVP; wrote the whitepaper, pitch deck and fundraising documents.

TXG Technology · Marketing & Tech Lead — **2019 - 2021**

Print-on-demand startup.

- Managed a five-person ads team on a 10,000 to 50,000 USD monthly budget.
- Built and ran Shopify and WooCommerce storefronts; around 400,000 USD in revenue owned.

The Chipmunk Homestay · Founder — **2018 - 2024**

Homestay in Soc Son, Hanoi.

- Design, operations and marketing; 10,000 organic followers on Facebook.

Future Internet Lab, Hanoi University of Science and Technology · Research Fellow — **2014 - 2018**

- Network technology research; two years as laboratory manager.

EDUCATION

Hanoi University of Science and Technology

Engineering, School of Electronics and Telecommunications

2013 - 2019

Technical University of Munich, Germany

Exchange student, Faculty of Electrical Engineering and Information Technology (one-semester scholarship)

Oct 2017 - Mar 2018

LANGUAGES

- Vietnamese: native
- English: TOEIC 865

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