



Phan Liem

Head of Data & AI · Data Governance · Customer Experience **15+ YEARS**

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■ PROFILE

Data and AI leader with 15+ years turning data into business results across e-commerce, insurance, retail, fintech and enterprise IT. I build data teams and platforms from scratch, put governance in place that leadership signs off on, and connect analytics directly to customer experience and operations. Recently focused on applying generative and agentic AI to automate reporting, reconciliation and business reviews, and on building my own data and AI products.

YES4ALL

70% → 95%

pipeline uptime
across thousands of
data flows & tables

Launched

AI-generated
business review flow,
end to end

AIA VIETNAM

15d → 1d

data preparation
time

>80%

straight-through
processing (STP)
rate

70%

AIA app adoption
after customer
journey redesign

TIKI

\$44M+

JD.com
investment, data
prepared by my
team

■ PRODUCTS I'VE BUILT

TechArk DataHub

datahub.techark.io

Under maintenance

Data & AI platform for SMEs: connects scattered business data into one trusted view with integration, data quality, governance, standard KPIs, automated dashboards and practical AI agents.

Container Load Planner

loadplanner.techark.io

AI-driven optimizer that turns a carton list into the best container plan, comparing floor-loaded vs. palletized options on space, stability and cost, with data validation and a 3D loading walkthrough.

Quick Calc

quickcalc.techark.io

Interactive, picture-based maths practice app for children covering addition, subtraction, times tables and division. Designed, built and shipped end to end.

■ SKILLS

LEADERSHIP & STRATEGY

Digital Transformation

Business Transformation

Data Governance

Change Management

Team Leadership

Customer Experience

Agile

Business Analysis

DATA & AI

Agentic AI

Generative AI

Machine Learning

Big Data

Data Warehousing & ETL

Lakehouse Architecture

Data Pipelines

Analytics & Statistics

■ TECH STACK

Languages

Python · SQL

AI & ML

Hugging Face (LLMs) · Machine Learning · Generative & Agentic AI

Lakehouse & Cloud

Trino · Apache Iceberg · Microsoft Fabric · AWS (S3, Glue, Athena, Redshift)

Databases

PostgreSQL · SQL Server · MySQL

Pipelines & ETL

Airflow · AWS Glue · SSIS · Informatica · Pentaho

BI & Visualization

Power BI · Tableau · Sisense · SSAS · SSRS

Governance & Ops

OpenMetadata · Ansible

Collaboration

SharePoint · OpenERP

■ WORK EXPERIENCE

● Head of Data Science

08/2025 – Present

Yes4All Trading Services Co., Ltd.

Key wins: raised uptime from **70% to 95%** across thousands of data flows and tables · **launched an AI-generated business review flow** · introduced **AI-driven automatic data reconciliation** · standardized all business metrics and the business glossary.

- Built and lead the company's data team, focused on automation, reporting and data quality, so every function has reliable, accessible data for daily operations.
- Modernized the data platform onto a lakehouse stack (Trino, Iceberg, Airflow), optimizing thousands of data flows and tables and raising uptime from 70% to 95%.
- Set up data governance: clear policies, access rules and an OpenMetadata catalog holding the shared metric definitions and glossary.
- Partner with business leaders to turn operational challenges into data solutions and support decision-making.
- Applied analytics to purchasing, inventory and planning, cutting operational inefficiencies.
- Deployed machine learning for sales forecasting and product segmentation to sharpen planning and marketing.
- Designed and launched an AI-powered business review flow that turns the standardized metrics into business reviews automatically.
- Introduced AI-driven data reconciliation that automatically checks figures across sources, keeping reported numbers consistent.
- Applied LLMs to customer feedback and other text data, surfacing sentiment and emerging trends.

TECH Trino · Apache Iceberg · Airflow · OpenMetadata · Ansible · PostgreSQL · Power BI · Python

● AIA Vietnam

08/2020 – 07/2025

Great Place To Work® Certified · 3 roles, 5 years

TECH Power BI · Microsoft Fabric

Data Analytics & Governance

03/2025 – 07/2025

- Led the data governance program, presenting each initiative to leadership and **securing approval for all of them**.
- Maintained data accuracy across its lifecycle and partnered with IT to lift overall data quality.
- Analyzed claims, policy and customer data and presented findings and trends to leadership.

Customer Experience & Transformation

04/2023 – 02/2025

- Used data to redesign strategic customer journeys, lifting **AIA app adoption to 70%**.
- Streamlined operational processes, pushing the **straight-through processing (STP) rate above 80%**.
- Designed customer satisfaction and loyalty plans; wrote service guidelines for consistent experiences.
- Led pain-point workshops, turned survey and interview feedback into action, and tracked CX metrics against goals.
- Coordinated cross-team projects to improve systems and launch new features.

Customer Analytics

08/2020 – 03/2023

- Re-engineered data flows, cutting **data preparation time from 15 days to 1 day**.
- Partnered with stakeholders to tailor analytics solutions and applied statistics to business problems.
- Built Power BI dashboards and presented insights to leadership in clear visual formats.

● Data Analyst & Researcher

06/2018 – 07/2020

Fossil

- Built machine learning models to predict customer behavior and deployed them on AWS for production use.
- Validated model performance with A/B tests and explored large datasets to uncover patterns.
- Proposed new data initiatives and presented data-driven business cases to decision-makers.

TECH AWS · Power BI

● Head of Data & Business Intelligence

07/2017 – 01/2018

Liquid (formerly QUONE)

- Directed BI tool development for multiple business units and oversaw reporting that guided executive planning.
- Partnered with engineering, marketing and operations to solve problems with structured and unstructured data.
- Identified where data could drive improvements and turned trend analysis into recommendations.

Business Intelligence Manager

05/2016 – 06/2017

TIKI Co., Ltd.

Key wins: built the **data warehouse and dashboards from scratch** · team prepared the data for the fundraiser that brought in **JD.com as a major investor (US\$44M+)**.

- Led a team of three BI analysts, setting goals and tracking progress.
- Assessed stakeholder needs and designed upgrades to reporting and BI.
- Designed and built the data warehouse and BI dashboards from scratch, integrating OpenERP as a core source.
- Advised on and prepared the data for the company's fundraiser, supporting the round that brought in JD.com.
- Worked with IT to keep data sources reliable and secured sensitive data.
- Delivered routine and ad-hoc reporting plus competitor analysis from product and market data.

TECH MySQL · Sisense · OpenERP

Senior Business Intelligence Developer

01/2015 – 04/2016

XSPERA

- Launched a **production-ready SharePoint-based product** that centralized documents and workflows.
- Managed projects through the full SDLC and advised clients on updates, ideas and technical issues.
- Designed and built BI solutions (warehouses, ETL, dashboards) and tuned databases for faster reporting.

TECH SQL Server · SSIS · SSAS · SSRS · SharePoint

DXC Vietnam (formerly CSC)

04/2010 – 12/2014

3 roles, ~5 years

Key wins: delivered **3 enterprise projects in healthcare, telecom and insurance**, each with its own data warehouse and hundreds of data pipelines.

Production Support Technician

07/2013 – 12/2014

- Planned and deployed system installations and upgrades with minimal disruption; supported server rollouts and urgent customer requests.

Senior Business Intelligence Developer

05/2011 – 06/2013

- Led BI projects for healthcare, telecom and insurance clients from analysis to implementation, delivering data warehouses, hundreds of ETL pipelines, OLAP cubes and dashboards.

Business Intelligence Developer

04/2010 – 01/2011

- Designed databases and a warehouse for large structured datasets; built ETL, SSAS cubes and SSRS drill-down reports; documented standards.

TECH SQL Server · MySQL · SSIS · SSAS · SSRS · Informatica · Pentaho

EDUCATION

Physics

Ho Chi Minh City University of Science

Software Engineering

FPT Aptech, Ho Chi Minh City

LANGUAGES & INFO

English	Advanced
Vietnamese	Native
Date of birth	24/09/1987
Nationality	Vietnamese

CERTIFICATIONS

Generative AI for Everyone

Coursera · 2024 · [verify](#)

Deep Learning Specialization

Coursera · 2019 · [verify](#)

Building a Data Science Team

Coursera · 2019 · [verify](#)