



# HOANG HUYNH

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Professional Outlook

# RUOLO E ATTIVITÀ CORRENTI

**Hoang Huynh** è imprenditore, advisor, investor e *Entrepreneur in Residence* in ambito corporate startup nel settore *fintech* e *martech*.

1. Ha fondato **Tactical**, la prima *Value Proposition factory* sul mercato italiano e europeo e ricopre il ruolo di **Value Proposition Strategy Director**. **Tactical**, è un *think tank* team di design che si occupa di *foresight*, *envisioning* e *concepting* nell'ambito specifico delle Value Proposition.
2. Ricopre il ruolo di **Head of Customer Experience & Service Design** nella divisione di *Business Innovation* di **Value Partners**, società di *management consulting* che opera in diversi settori con brand e organizzazioni tier-1, con un focus su processi e metodi che abilitano alla progettazione strategica di servizi innovativi ad alto valore esperienziale.
3. Come **Executive in Residence** ricopre il ruolo di **Head of Marketing and Value Proposition** in due startup in fase di funding: **EcoPlanet (a breve Gruppo Hera)** e **AllLandings**.

Ha sempre avuto come obiettivo professionale creare esperienze significative e di grande impatto per le persone sia nel settore pubblico che privato, sostenere le organizzazioni che devono costruire e potenziare le loro capacità strategiche e di innovazione, combinando tecniche di business e *human-centered* con carattere for benefit e lo fa oggi attraverso diverse collaborazioni.

In ambito formazione, è **docente** e **guest lecturer** di Business Strategy, Service Design e Design Thinking in **Talent Garden**, **European Innovation Academy**, **Istituto Europeo di Design** e in diversi master e *business school* universitarie e corporate (Bologna Business School, Bicocca...)

# CLIENTI E PROGETTUALITÀ



- **TELEPASS**
  - ✓ Analisi e definizione dell'ecosistema truck
  - ✓ Definizione della strategia di Pyng, ora Telepass Pay
- **INTESA E SISALPAY**
  - ✓ Concept e Progettazione della Strategia Experience di Banca 5
  - ✓ Value to Market Mooney, newco Intesa+SisalPay, oggi EnelX
- **SWITCHO**
  - ✓ Value Proposition (funded 2mln € by Azimuth Ventures )
- **JUVENTUS FOOTBALL CLUB**
  - ✓ Marketing Strategy Digital and Entertainment
  - ✓ New Concepts
- **GRUPPO UNIPOL**
  - ✓ Definizione della Strategia e della Value Proposition dell'ecosistema Mobility
  - ✓ Definizione della Strategia e della Value Proposition dell'ecosistema Payment
- ✓ **CRIF**
  - ✓ Value Proposition nuove linee di business (BriQ, Margo', Export Drive)
- ✓ **UNITED NATIONS WORLD FOOD PROGRAM**
  - ✓ Advising & Governance

# CURRICULUM VITAE

# HOANG HUYNH

Entrepreneur in Residence, Advisor, Investor

pronounce: [hwæŋg, hwɪn]

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## ABOUT

Over 12 years in the Customer Experience Industry.

I invent, transform, create and destroy for a living, and when I don't like something about the world, I change it.

I design strategies and workflows for big companies in order to create the conditions for outstanding experiences to happen. I help companies to create services and products, with both traditional and digital touchpoints, including anything that stands in between, such as wearables and devices. I have a solid technical and technological background.

I do have user research, design thinking, interaction, management and technical skills, but where I really shine is 'connecting dots': experience, strategy and innovation. I do successfully manage and work with multidisciplinary teams and corporate startups, in very different scenarios, B2B and B2C: financial and payment services, banking, insurance, e-commerce, mobility and health.

## EXPERIENCE 10+ years

### EIR | Jan '20 onwards

Independent Executive in Residence

As Entrepreneur in Residence, I act as temporary CEO, Head of Marketing, or Head of Design for corporate startups.

### Value Partners | Sep '17 onwards

Head of Service Design and Customer Experience

Head of the Design Division (CX, SD, IxD, UI), delivered business and marketing strategies, engagement models and customer experience for B2B and B2C brands:

- ✓ Designed the experience for a brand-new bank concept for Intesa
- ✓ Designed new engagement and segmentation models for Juventus
- ✓ Designed strategies and touchpoints for Unipol, Allianz, Ferrero

Head of the Service Design team in Exage (acquired 2019):

- ✓ Created within 12 months a Service Design Team from ground up
- ✓ Designed the Digital Landscape for Unipol Insurance Group
- ✓ Research on Strategic Insights for Telepass, Atlas Concorde Group

### PRSD | May '16 – Sep '17

Managing Partner

Founder and Managing Partner:

- ✓ Designed Key Internal Digital Services for ONU - WFP
- ✓ Trained teams from LastMinute, AQuest, Zanichelli
- ✓ Led the Interaction Design Foundation Chapter in Bologna and Milan

### Antreem | Jan '13 – May '16

User Experience Lead

Lead and Supervision of all UX activities and services:

- ✓ Designed and implemented 4 Innovation Room for BPER
- ✓ Designed the Internet Banking and the Backoffice of BPS

### Imola Group | Jun '09 – Dec '12

Project Manager, Front-End Specialist

Lead and Project Manager of all front-end projects:

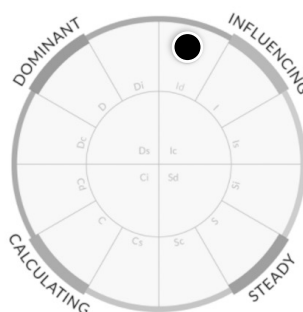
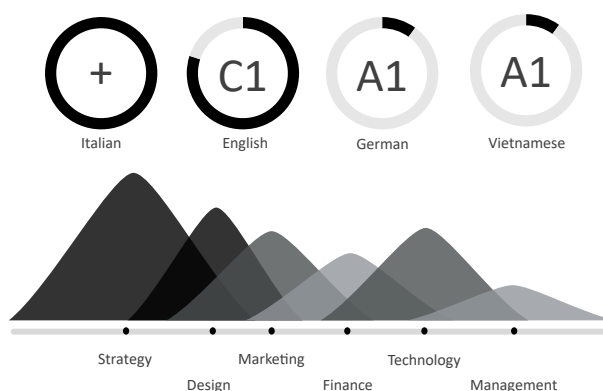
- ✓ Designed and implemented Backoffice of IOR, Vatican City State Bank
- ✓ Delivered Virgilio Sport, Matrix Telecom Italia group
- ✓ Consulted for Generali Group, Mediolanum Bank, BPS Bank

### Freelance | Oct '10 – Oct '16

Independent UX and Strategy Consultant

## AT A GLANCE

Based in Milan and Bologna, Italy.



### DISC Assessment

Decisive, creative influencer: forward thinking, ambitious, spontaneous with a natural aversion to rigid structure.

Influential  
Persuasive  
Visionary

## LICENSE AND CERTIFICATIONS

- Lego Serious Play® Trainer  
Certified by Rasmussen Consulting, trained by Lucio Margulis
- Management 3.0  
Certified by Jurgen Appelo, trained by Angel Diaz Maroto
- CSPO® Certified Scrum Product Owner  
Certified by Jeff Patton, author of "User Story Mapping"
- Design Sprint  
Trained by Jake Knapp, author of "Sprint"
- Lean UX  
Trained by Jeff Gothelf, author of "Lean UX"

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## STRIVING FOR

Working in a fast-paced environment alongside and fostering trusted relationships with Product Managers, Developers, Product Marketers, Researchers and Data Analysts where Product, Engineering, Insights and Marketing intersect.

Having the chance of leading and growing the design practice in an agile or lean environment, building teams and culture.

Leading multidisciplinary design teams on strategic, user-focused technology, media and enterprise projects.

Becoming a recognized advocate of the practice, the brand and the company in public workshops, events and conferences .

## EDUCATION

- MIT Professional Education  
Leadership and Innovation
- Sapienza, University of Rome  
M. Psy. in User Experience, Cognitive Ergonomics
- Alma Mater, University of Bologna  
M. Sc. in Computer Engineering
- Alma Mater, University of Bologna  
B. Sc. in Computer Engineering

## GIVEBACKS

- As Lecturer
  - Bologna Business School
  - Talent Garden
  - IED (European Institute of Design)
  - Alma Mater Foundation
  - Publitalia 80 Master
  - Brera Academy of Arts
  - University of Bologn
  - Business School
- As Mentor
  - European Innovation Academy
  - ADP List
  - Global Service Jam
  - Avanscoperta
- As Advisor / Investor
  - Switcho (second round of funding)
  - OaCP (scaling up)
  - AI Landings (scaling up)
- Communities
  - Interaction Design Foundation  
Country manager Italy and chapter leader
  - Invision Design Leadership Forum
  - Bologna Startup Network  
former vice president
  - Digital Design Award  
juror

## WHAT I CAN DO

- Kickstart new corporate ventures
- Support your teams to get their product direction and customer experience right while aligning them together along with business stakeholders
- Lead discovery and exploration of new strategic opportunities within the zone and collaborate across zones, divisions, or units to ensure a holistic end-to-end user experience
- Shape the vision for the customer experience of services across the company landscape
- Apply research techniques to enhance deep understanding of user intent and behavior
- Recruit, build, lead, grow, and retain a team of outstanding professionals
- Seamlessly blur the boundaries between IT, Business and Marketing
- Ideate, design, implement and adopt new models, tools, and processes to help the company achieve strategic objectives
- Contribute building and implementing practices, rituals, and culture across the organization

## WORK ELIGIBILITY

- All European countries
- Willing to travel for business
- Family relocation, negotiable
- Work notice, 60 days

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

