KHOA VO MINH NGUYEN

MARKETING & GROWTH LEADER · BEHAVIORAL ECONOMICS

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EXECUTIVE SUMMARY

Marketing and growth leader who applies behavioral economics to how customers decide, with 10+ years across Vietnam and Germany. Finds exactly where and why people hesitate, from ad to signed contract, and designs the journey that helps them move forward. Ran behavioral-science-led CRO for audibene's Asian markets, built a 20+ person marketing and sales organization, and now uses AI agents to test and learn faster.

KEY ACHIEVEMENTS

- **Doubled monthly signed contract value** at Clevermann while cutting cost of sale from 30% to below 10% of revenue.
- **200+ behavioral-science A/B tests across 11 markets at audibene,** with 20%+ cumulative conversion uplift in every market worked on; one test, a deliberate 1.5-second pause, won in all 11 markets.
- **Tripled leads while lowering cost per lead by 70%+** for a luxury real-estate brokerage, with lead forms built on progressive commitment.
- **Built and led a 20+ person marketing and sales organization** (40 with freelancers) from a team of 3.

CORE COMPETENCIES

Behavioral Economics · Growth Strategy · Conversion Rate Optimization · Experimentation · Performance Marketing · Lead Generation & Nurturing · CRM & Sales Enablement · Strategic Partnerships · Team Leadership

AI COMPETENCIES

Meet the AI agent team I lead, and the systems we built → khoanvm.io.vn/ai-integration-portfolio

PROFESSIONAL EXPERIENCE

Independent Marketing & Growth Advisor

05/2026 – 11/2026

Contract-based · Client confidential

Ho Chi Minh City, Vietnam

Contract advisory in growth, performance marketing and sales conversion. Largest engagement: a luxury real-estate brokerage in HCMC, leading marketing as contract Marketing Director with a 10-person sales team.

- **Tripled monthly leads (100 to 300+) and cut cost per lead by 70%+** while reducing ad spend by 30%, by moving Meta campaigns to redesigned, psychology-based lead forms and many small tests.
- **Designed and built an AI-powered lead-distribution system** (lead scoring, automated routing, API integrations): contact rate up 3x to 60%+ and 10+ in-person sales-gallery visits a week from outbound leads, a first for the company.
- **Led the paid funnel hands-on:** content production, Meta Ads optimization, retargeting and 50+ structured ad tests.

Chief Executive Officer (Commercial Lead: Marketing & Sales)

02/2023 – 04/2026

Clevermann International

Ho Chi Minh City, Vietnam

Vietnam–Germany education and career programs. Led marketing, B2C sales and B2B partnerships; grew the team from 3 to 20+ employees (40 with freelancers) across two offices; managed VND 200M+ in monthly ad spend.

- **Roughly doubled monthly signed contract value,** from VND 2B during the 2023–2024 build-up to a VND 4B average in 2025 (peak VND 6B).

- **Reduced cost of sale from 30% to below 10% of revenue** by measuring and fixing drop-off at every step from ad to signed contract, across 85+ marketing and sales experiments.
- **Increased signed contracts from 10 to 20+ per month (peak 40)** by fixing late-funnel trust: partnership content, community-based nurturing, customer-story video and time-bound offers.
- **Negotiated the German-Malaysian Institute's first partnership with a private company in Vietnam,** securing priority telc exam scheduling when local exam slots had become a business bottleneck.

CRO Manager
04/2019 – 05/2022

audibene
Berlin, Germany

Central CRO team at HQ; CRO owner for the Asian markets (India, South Korea, Malaysia). Joined as CRO intern, full-time from 10/2019.

- **Drove 200+ behavioral-science-led A/B tests** across ad and landing-page journeys in 11 international markets, applying principles such as progressive commitment and the labor illusion; a deliberate 1.5-second pause won in all 11 markets and became the global standard.
- **Delivered 20%+ cumulative conversion uplift in every market worked on,** including the largest (Germany, South Korea, India), in markets with multi-million-euro monthly revenue.
- **Represented the HQ CRO team at the biannual Asia Summits** alongside the Managing Director and country heads, and trained local teams on-site, including a two-week assignment in India.

Global Marketing & Sales: Intern (6 months), then Sponsored Master's Thesis
01/2018 – 02/2019

B. Braun
Melsungen, Germany

- **Helped product managers develop a pitching app for value-based selling (Insight4Value project)** used with large enterprise and government-level customers.
- **Thesis research with 5 senior sales leaders** across 6 markets on 4 continents.

EARLIER EXPERIENCE

Business Development Specialist, VnExpress — 11/2014 – 08/2015
Sales Manager, Cocbook JSC — 06/2012 – 08/2013

EDUCATION

M.Sc. Economic Behavior & Governance (Behavioral Economics) — 2015 – 2019
University of Kassel, Germany

BBA Marketing & Finance — 2010 – 2014
FPT University, Vietnam

ADDITIONAL

Teaching: Lecturer in Online Marketing (freelance), DCI Digital Career Institute, Berlin, since 2024; also lectured at UTH, Ho Chi Minh City; trains in-house teams and professionals in applied AI.

Tools: Salesforce and Salesforce Marketing Cloud · Brevo · Google Analytics · Tableau · Domo · Optimizely · Hotjar · Mixpanel · Meta Ads · Jira

Languages: Vietnamese (native) · English (full professional) · German (A2, learning B1)

MEDIA FEATURES

VnExpress · HTV9 · Người Lao Động · Thanh Niên · SCTV · Giáo dục & Thời đại

Interviewed and quoted as an expert on Vietnam–Germany careers and education by major Vietnamese news sites, newspapers and TV channels.