

TUONG "PETER" NGUYEN

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AI Product Leader & Builder | Product Management | 0-to-1 SaaS Launches | Fintech & Regulated Industries

AREAS OF EXPERTISE

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|------------------------------|---------------------------------|----------------------------|
| ✓ AI/LLM Product Strategy | ✓ Full-Cycle Product Management | ✓ 0-to-1 Product Launches |
| ✓ AI Prototyping & Build | ✓ Mobile Apps (iOS & Android) | ✓ Enterprise Solutions |
| ✓ Market Research & Planning | ✓ Pricing & Subscription Models | ✓ KPIs & Experimentation |
| ✓ Go-to-Market & First Users | ✓ Forward-Deployed Delivery | ✓ Multi-Tenant SaaS & RBAC |
| ✓ Integrations & APIs | ✓ Regulated Industries | ✓ Team Planning & Delivery |

CAREER HIGHLIGHTS

AI Product Portfolio: Took six SaaS products from market research to launch — including three multi-tenant platforms with multiple portals and role-based access control — reaching thousands of free and paid users on plans of \$50–\$5,000 per month.

AI-Accelerated Delivery: Used AI across research, planning, design, and build to ship native iOS and Android apps to the App Store and Google Play in about a week, and full platforms in 2–4 months.

AI Features Shipped: A real-time AI voice receptionist, RAG over each business's own content (price lists, websites, FDA labels), LLM review replies with sentiment scoring in 30+ languages, AI chatbots and email assistants, AI-generated SOPs, and on-device vision on iPhone.

Forward-Deployed Delivery: Worked on-site on a manufacturer's factory floor to connect KeenERP to their equipment and systems, train staff, and resolve issues on the spot, taking the customer live in about a month.

Team Leadership: Build solo on smaller products and lead a 5–6 person engineering and design team on larger platforms, from roadmap and sprints to release and deployment.

Regulated Industries: Helped roll out multi-factor authentication for a banking platform still in production; managed post-trade regulatory reporting at Omgeo.

PROFESSIONAL EXPERIENCE

Co-Founder & AI Product Lead

KeenDigital Co. Ltd., Austin, TX (Remote) | 2023 – Present

Full product ownership of a six-product SaaS portfolio: three multi-tenant platforms (ERP, franchise operations, RV-park management) with multiple portals and role-based access for large user groups at each customer, plus focused products for AI review management, AI phone reception, and CRM. Subscriptions of \$50–\$5,000 per client per month.

Responsibilities

- Lead every stage of the product cycle: market research, planning, design, build, team deployment, launch, and first-user acquisition.
- Use AI at each stage — research, requirements, UX design, prototyping with AI coding tools (Claude, Replit), and launch content.
- Set pricing and packaging, define KPIs for every product, and partner with sales on positioning and onboarding.

Accomplishments

- **Review Hero:** Shipped AI review replies that match brand voice in 30+ languages, with sentiment thresholds that hold negative reviews for approval; grew to 1,000+ users and 20+ paying businesses through a free-to-paid funnel.
- **Ask Averie:** Shipped an AI phone receptionist that answers calls 24/7 in 30+ languages, books appointments without double-booking, and texts missed callers, built on the OpenAI Realtime API, Twilio, Vapi, and ElevenLabs with RAG over each business's price lists and website; HIPAA-compliant for healthcare; priced from \$197/month vs. about \$3,000 for a human receptionist; launched with first pilot businesses.
- **DwellSpace:** Launched an eight-module, multi-portal RV-park platform with role-based access for owners, staff, and guests, an AI email assistant, and a guest chatbot, at a flat \$3 per site; onboarded the first pilot parks.
- **KeenERP:** Built a multi-portal ERP for finance, inventory, and operations with role-based access control across departments, plus mobile apps and IoT device integrations that connect field devices and mobile workflows to inventory data.
- **KeenERP on-site deployment:** Embedded with a manufacturing customer on the factory floor as the forward-deployed product lead — mapped workflows and pain points with operators, delivered 3+ integrations using AI coding tools, trained 10+ staff, fixed issues in real time, and took the customer live in about a month.
- **KeenCRM:** Launched a Vietnam-market CRM compliant with VAT and e-invoicing rules (Decree 70/2025), integrated with VNPay, VietQR, and Zalo.

- **KeenFranchise:** Shipped a multi-tenant franchise-operations platform with white-label portals and role-based access control across the network, plus AI-generated SOPs, unified ordering, and dependency-aware location launches.

Head of Product

Justuno, Austin, TX (Hybrid) | Jan 2019 – Dec 2022

Led product for a B2B conversion and personalization platform used by thousands of e-commerce brands.

Responsibilities

- Owned the roadmap, quarterly planning, and executive alignment; managed and coached product managers.

Accomplishments

- Introduced ML-driven product recommendations and personalization for thousands of e-commerce brands — the start of my AI product work.
- Ran continuous discovery and an ongoing A/B testing program, tying roadmap decisions to adoption and retention.

Founder

Roostio, Inc., Austin, TX | Oct 2015 – Dec 2019

- Built a location-based marketing platform for local businesses from concept to launch. Graduate of Founder Institute Austin.

Director of Product Management

NameMedia → Endurance International / HostGator | Jun 2011 – Nov 2015

- Owned product strategy for a network serving 60M+ visitors in 100+ countries, including the Afternic marketplace; later led HostGator site-builder and e-commerce tools.

REGULATED INDUSTRY EXPERIENCE — BANKING & FINANCIAL SYSTEMS

- **Harland Financial Solutions, Product Manager (2006):** On the team that designed and rolled out multi-factor authentication for a banking platform still in production today.
- **Omgeo, LLC, Product Manager — CTM (2007–2008):** Managed an enterprise post-trade product for banking and trading systems, including regulatory reporting and API and CSV data feeds.
- **IdentityTruth, Product Manager (2008–2009):** Applied rules to billions of data points to detect identity-fraud risk signals while keeping false positives low.
- Also: Founder, Validize (2007–2010) · Product Management Consultant, GigaSecond (2010).

AI & TECHNICAL TOOLKIT

AI & build: Claude, OpenAI GPT, Google AI (Gemini, AI Studio, NotebookLM, Antigravity), Replit, AI coding assistants

AI integrations: LLM APIs (Claude, GPT, Gemini), OpenAI Realtime API, voice AI (Twilio, Vapi, ElevenLabs), RAG with pgvector embeddings in Supabase, sentiment scoring, on-device vision (iOS)

Build stack (AI-assisted): React, Next.js, Astro · Swift (iOS), Kotlin (Android) · Supabase, Postgres, SQL, JavaScript/TypeScript, Python, Git, Jupyter

CI/CD & hosting: GitHub Actions, Vercel, Netlify, MonkCI

Integrations: Stripe, Square, QuickBooks, Xero, Shopify, WooCommerce, Google Business Profile, Yelp, Facebook, Zalo, VNPay, VietQR, phone and calendar systems, IoT devices

Product & GTM: Jira, HubSpot, Gamma, Excel, PowerPoint

EDUCATION

Grand Valley State University · Pragmatic Product Management Certification, Pragmatic Institute (2012) · Founder Institute Graduate · Languages: English, Vietnamese