

Sang (Jimmy) Vo

Marketing Leader · Banking, MarTech & CRM, Team Building

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PROFILE

Summary

Marketing leader with 8+ years in banking, B2B distribution and consumer tech, across Vietnam and 30+ global markets. Currently leading a 7-person banking marketing team at KBank; earlier led a 15-person team through three managers at Genie and coordinated 21 country specialists at DKSH. Hands-on with MarTech: CRM and lifecycle automation, Salesforce, Pardot, GA4 and AppsFlyer. Three years as the working link between KBank Vietnam and its Thai headquarters, including final sign-off on all marketing content.

2,000+ new SME merchants, H1 2026	VND 500B+ home loan disbursement in Q3 2026 (Q3 2025: ~VND 300B)	2,500+ credit cards a month in H1 2025 (target 1,000)	CHF 8M+ gross margin from 250+ campaigns	21 country specialists coordinated, 30+ markets
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STRENGTHS

Core capabilities

People leadership and coaching

Recruitment and onboarding

Team structure and workforce planning

MarTech (CRM, automation, analytics, attribution)

Personalisation and lifecycle marketing

Marketing governance and compliance

Cross-border stakeholder management

Budget ownership and agency management

CAREER

Experience

KASIKORNBANK Vietnam

Oct 2023 - Present · Ho Chi Minh City

Marketing Manager, SME & Retail Lending

- Lead a 7-person marketing team across Credit Card, Home Loan, Merchant Lending and merchant cash advance (MCA), POS and Term Deposit, reporting to the FSVP (First Senior Vice President) Marketing at Thai HQ.
- Own annual product budgets of up to THB 80M (about USD 2.4M): build and approve every campaign budget in the portfolio, track spend and reconcile it with the product sponsor at FSVP level for payment.
- Run performance reviews, 1:1 coaching and development plans for the team.
- Final sign-off on all marketing content against Thai HQ brand guidelines. Take every campaign through Legal and Compliance, and draft the promotion notifications filed with the Ministry of Industry and Trade (MOIT) for prize-draw campaigns.
- Built the CRM and lifecycle programme: monthly personalised rate-update emails to about 500K users of KPLUS (KBank's mobile banking app), Zalo automation journeys, and GA4 + AppsFlyer tracking of the in-app loan application funnel.
- Use AI in day-to-day CRM work: selecting target segments from KPLUS and CRM data (customers near term-deposit maturity, abandoned loan applications), compiling monthly performance reports from GA4, AppsFlyer and CRM for the FSVP, and running the campaign budget tracker used to reconcile payments with product sponsors.
- Launched "Menu for Success", an online-to-offline (O2O) campaign that brought in 2,000+ new SME merchants in H1 2026, mostly clothing retailers and restaurant chains in urban HCMC.

- Raised home loan disbursement to VND 500B+ in Q3 2026 from about VND 300B in Q3 2025 (+67%) with CRM, digital and partner campaigns.
- Credit cards: 2,500+ cards a month in H1 2025 against a target of 1,000, across the full funnel (ads, app install, CASA account opening, eKYC, card application). Market share and customer acquisition across lending products grew 20% versus 2023.
- Work with Product, Data, IT and Thai HQ to turn business goals into feature and tracking requirements. Manage agencies including Publicis (SEM).

DKSH

Sep 2022 - Oct 2023 · Ho Chi Minh City

Sr. Global Digital Marketing Specialist, Global Performance Materials · Digital Marketing Manager, Vietnam

- Coordinated 21 country digital specialists across 30+ markets. Proposed and rolled out a new operating model per country, redefining how the global and local teams work together.
- Ran 250+ integrated campaigns that generated CHF 8M+ in gross margin, with lead volume peaking at 150% month-on-month growth in May 2023.
- Set up Pardot and Oracle for lead generation and customer data capture, and worked with IT to roll out new Salesforce modules.
- Owned dkshdiscover.com (10,000+ products, 1,000+ suppliers): 180% user growth since launch, and 70% of internally generated leads.

Genie Vietnam

Jun 2022 - Feb 2023 · Ho Chi Minh City

Concurrent with DKSH
Head of Marketing

- Led a 15-person marketing team through three managers (Partnership, Content, Performance), each running a team of 4 to 5. Hired all three managers.
- Brought in 10,000 users in 3 weeks at a CPI (cost per install) of VND 9,800 through A/B-tested launch campaigns.
- Worked with the Product team on gamification and referral features to improve retention.

Earlier experience

PR & Branding Manager · Fika	Mar 2022 - Jun 2022
Corporate Relationship Manager · FE CREDIT (SMBC)	Nov 2021 - Mar 2022
Sr. PR Specialist · Solforus Vietnam (remote)	Dec 2019 - Nov 2021
Communication & PR Executive · New World Hotels & Resorts (remote)	Aug 2018 - Sep 2019

Education

B.Sc. Communication Studies (Communication and Technologies) Université de Montréal, Canada (QS World University Rankings 2016: #86) · 2016 - 2020
L1 Linguistics and Communication Université de Franche-Comté, France · 2015 - 2016

Skills & Languages

MARTECH AND ANALYTICS	Salesforce, Pardot, Oracle, GA4, AppsFlyer, Zalo OA, AI tools for segmentation, reporting and budget tracking
MEDIA	Meta Ads, TikTok Ads, Google Ads; agency management (Publicis)
CREATIVE	Adobe Suite (Photoshop, Illustrator, InDesign, Premiere, Lightroom)
LANGUAGES	Vietnamese (native), English (fluent), French (fluent), Cantonese (intermediate), Mandarin (basic)

References available on request.