Nguyen Thanh Son is a seasoned data technology expert with over 14 years of experience delivering innovative solutions to complex business problems. He currently serves as the Head of Data Science & Analytics at Pharmacity, where he played a pivotal role in the company's incredible growth by leveraging data to select and open 500 stores within just 11 months.

As a lecturer in Data Analytics at the University of Economics HCMC - International School of Business and Smart Train - GEM Global, Son has helped many students change their career paths by imparting practical data analytics skills such as Power BI, SQL, and other analytics techniques. He has also contributed to the development and implementation of new data analytics programs and courses.

Prior to his current role, Son worked as a Senior Consultant Solution at KPMG, where he played a pivotal role in the transformation project aimed at rebuilding the report system that had a powerful impact on improving business monitoring. At Heineken Vietnam, Son succeeded in building a distributor incentive tracking program that inspired distributors to develop their marketing strategies and improve their performance.

Throughout his career, Son has gained expertise in communication, interpersonal skills, and teamwork through teaching and mentoring the next generation of data professionals, coaching and developing his team to reach their full potential, and establishing confident relationships with senior stakeholders. With his expertise, Son can guide companies towards effectively leveraging data analytics to drive business performance and achieve their goals.