LÊ QUỐC KHÔI

Chief Executive Officer · Business builder · Growth, transformation and AI-native operations
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EXECUTIVE SUMMARY

Founder and CEO who builds companies from zero and takes running ones to their next stage. Founded Ferry VN, a neutral ferry platform that connects 15+ operators, 150+ agencies and 9 OTAs and is run by a team of 6 working with AI agents, and KDIGI, a digital-transformation consulting firm with 500+ clients. As COO of Mekong Smile Tour (30–50 staff), doubled revenue in two years and raised gross margin from under 10% to about 12%. Builds culture first, then a data-driven management system (BSC, OKR, KPI, 4DX).

SELECTED ACHIEVEMENTS

- **Ferry VN built from zero:** 15+ operators, 150+ agencies, 9 OTAs and 13,000+ users in its first year.
- **Revenue ×2 in two years** as COO of Mekong Smile Tour; gross margin from under 10% to about 12%, customers from 6,000 to 22,000.
- **AI-native operating model:** a team of 6 does the work of 14; engineering 8 → 1; new systems in 1 month instead of 6.
- **KDIGI: 500+ clients, 20+ staff;** Lark Partner with deployments up to 900 employees.
- **Digital channels above 80% of revenue** after moving sales online as CTO of Mekong Smile Tour.

CORE COMPETENCIES

- Company building, 0 → 1
- Culture and management systems
- Restructuring and change
- Fundraising and partnerships
- Digital transformation
- Organisation and process design
- Brand, marketing and CX
- ESG and sustainability
- AI strategy, AI-native operations
- Platform and product strategy
- Automation (Lark, n8n)
- Information security

PROFESSIONAL EXPERIENCE

Ferry VN JSC — Can Tho, Vietnam
Founder & Chief Executive Officer — Aug 2025 – Present

Founder, CEO and majority shareholder. End-to-end ferry platform for operators, agencies, travellers and OTAs, spun out of Mekong Smile Tour in 2025; offices in Can Tho, Ho Chi Minh City, Da Nang and Hanoi.

- Raised the funding, set up the company and negotiated directly with 15+ ferry operators and 9 OTAs, including Trip.com, GetYourGuide, Klook and 12Go.
- Grew the network to 150+ agencies and 13,000+ users nationwide in the first year.
- Led product design and architecture: FOM for operators, a B2B Dashboard for agencies, web, app and mini apps for travellers, and an API, SDK and MCP server for partners.
- Reorganised the company around AI agents from late 2025: team 14 → 6, engineering 8 → 1, new systems in 1 month instead of 6.

Mekong Smile Tour (Nụ Cười Mê Kông Travel JSC) — Can Tho, Vietnam
Chief Operating Officer — Nov 2023 – Aug 2026

Mekong Delta tour operator, 30–50 staff. Reported to the CEO, with a mandate to professionalise and digitise the company across every function. Remain a shareholder.

- Doubled revenue in two years, raised gross margin from under 10% to about 12% and grew customers from 6,000, built over the first six years, to 22,000.
- Rebuilt the structure, roles, regulations and processes, and gave each manager their own area to run.
- Reset the vision, values and strategy with the team and aligned every department on OKRs.
- Rebuilt the brand and the marketing, sales and customer-experience work around it; TripAdvisor Travellers' Choice and VITM Awards recognition in 2025.
- Moved the business onto digital systems and automated about 60% of routine work; ready for 150 staff.
- Led the ESG programme and the Travelife audit.

Chief Technology Officer — Feb 2023 – Oct 2023

Brought in to digitise the company; also led marketing. Promoted to COO after nine months.

- Decided what to buy and what to build, built a team of 5 and digitised sales, operations, customers and payments.
- Connected sales, operations and accounting in one flow: tour settlement in 2 days, requests handled twice as fast.
- Moved sales online; digital channels grew to more than 80% of revenue.

KDIGI Technology Investment Co., Ltd. Can Tho, Vietnam
Founder May 2022 – Present
Digital-transformation consulting firm for Vietnamese SMEs: 20+ staff, 500+ clients, 100+ products delivered.

- Built the consulting, custom software, ERP and CRM, cloud, security and digital-workplace practices.
- Lark Partner since 2023: about 20 deployments, the largest for 900 employees; n8n.vn automation practice with about 300 clients.
- Took the firm into its own SaaS, built with AI agents: Mã Số Thuế Pro, Tuân Thủ Pro, Hoá Đơn Pro and 1Go.
- Runs the firm on OKRs, the same management system used at Mekong Smile Tour.

EDUCATION

University of Greenwich (Greenwich Vietnam) Can Tho, Vietnam
Master of Business Administration (MBA) Jan 2026 – Expected Jun 2027

- Highest scholarship of Intake 2, Can Tho campus; Best Student, Spring 2026.

FPT University Can Tho, Vietnam
Bachelor of Information Assurance 2017 – 2021

- 70% scholarship for the full programme; President, FEM Group (Media & Events Club), 2017–2018.
- Led InProject, the highest-scoring graduation project of its term. The team of 6 built a blockchain project-management app in 4 months; covered by VnExpress.

LEADERSHIP & COMMUNITY

Lark Community Vietnam, Moderator, 2023 – Present.
FPT University Can Tho, Visiting lecturer and mentor, EXE Startup Project course, Oct 2023 – Present. Mentors and grades student startup teams.
Guest speaker, FPT University Can Tho, Greenwich Vietnam (Can Tho), Cà Mau Innovation.

CERTIFICATIONS & LANGUAGES

Certification: Project Management Professional (PMP), PMI, Feb 2025.
Languages: Vietnamese (native), English (VSTEP B2).