LÊ QUỐC KHÔI

Chief Operating Officer · Professionalising and digitising companies · Scalable operations
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EXECUTIVE SUMMARY

Operator who professionalises and digitises companies across every function. As COO of Mekong Smile Tour (30–50 staff), rebuilt the structure, regulations and processes, aligned every department on OKRs and automated about 60% of routine work. Revenue doubled in two years, gross margin rose from under 10% to about 12% and customers grew from 6,000 to 22,000. Now founder and CEO of Ferry VN, run by a team of 6 working with AI agents.

SELECTED ACHIEVEMENTS

- **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.
- **About 60% of routine work automated** at Mekong Smile Tour; operations ready to scale to 150 staff.
- **Tour settlement in 2 days:** sales, operations and accounting connected in one flow; customer requests handled twice as fast.
- **AI-native operating model:** a team of 6 does the work of 14; engineering 8 → 1; new systems in 1 month instead of 6.
- **Digital channels above 80% of revenue** after moving sales online as CTO of Mekong Smile Tour.

CORE COMPETENCIES

- Digital transformation
- Organisation and process design
- Brand, marketing and CX
- ESG and sustainability
- Company building, 0 → 1
- Culture and management systems
- Restructuring and change
- Fundraising and partnerships
- 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).