



Cao Phan

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Product leader with strong AI expertise, applying automation and AI-driven workflows across design, management, and development. CEO of 8verse, delivering AR/VR and gamified AI solutions for global brands. Formerly led major game IPs (Asphalt, Modern Combat, Order & Chaos, Applaydu) with proven skills in product design, economy systems, and cross-functional leadership.

Education

Jan 2003 - Jan 2008

- **Bachelor, Math & Infomatics**
University of natural sciences

Employment

Jul 2022

- **CEO**
The 8th Verse, Ho Chi Minh City, Vietnam
Built and scaled The 8th Verse to 80+ employees as Founder & CEO

Metaverse entertainment platform utilizing cutting-edge AR/VR technologies

Key Achievements:

- Official member of Metaverse Standards Organization consortium. Launched breakthrough VR products: Live Stream Concert, VR Wallet, Chess Adventure, VR Education
- Successfully deployed gamification projects for major brands: Coca Cola, Heineken, Tiger, Pfizer, Shinhan Bank
- Pioneered gamification marketing model connecting digital rewards to retail systems (GS25, Ministop, Seven7, FamilyMart)
- Established strategic partnerships with leading agencies: Dentsu, Ogilvy, Vietguys, ByteTech
- Applied economics and monetary theory expertise to design sustainable in-game economies and cross-platform value systems

Technologies: AR/VR development, Metaverse platforms, Blockchain integration, DeFi game economics Website: <https://8verse.games>

Nov 2021 - Jun 2022

- **Chief Product Officer**
Ftribe Games, Vietnam
Led 100+ person development team as Chief Product Officer in blockchain gaming company

Key Achievements:

- Assembled core technical team and trained them in Metaverse development using VR + Blockchain
- Secured \$3M USD funding based on market vision and deep technology understanding
- Designed complete game economics: gameplay, currency systems, item mechanics, store systems
- Solved complex dual-economy balancing: items purchasable with both project tokens and fiat (Apple/Google)
- Pioneered first hybrid monetization model combining NFT tokens with Google/Apple IAP

- Expert in DeFi game economics with deep blockchain and token pool complexity understanding

Specialized in DeFi game economics, blockchain integration, and sustainable tokenomics design

Jun 2020 - Jun 2022

■ **Gameloft for Brand Producer**

Gameloft, Vietnam

Led Applaydu team of ~80 people including Developers, QA, Artists, and Designers

Key Achievements:

- Producer of Kinder Applaydu - award-winning educational platform with 650+ characters, AR experiences, serving children ages 4-9 globally
- Managed educational gaming platform within Gameloft for Brands division serving 1.3 billion monthly active users across 190+ games
- Led cross-platform publishing strategies utilizing Gameloft's premium in-game advertising network
- Contributed to 33% more effectiveness in brand education campaigns through gaming engagement
- Managed complex cross-functional teams across art, programming, design, and marketing

Trusted with large team leadership due to proven management capabilities and consistent performance

Jan 2020 - Jun 2020

■ **Ecommerce App producer**

Gameloft, Vietnam

Strategic career pivot into fintech-gaming convergence - challenge position requiring rapid technical mastery

Key Achievements:

- Successfully transitioned from entertainment gaming to financial technology within one month intensive learning
- Mastered technical knowledge: Cloud Computing, Payment Systems, Application Development, Carrier Billing
- Led cross-functional development teams to deliver multiple ecommerce solutions integrating gaming mechanics with real-world transactions
- Managed complex technical projects across cloud platforms, payment processing systems, and carrier billing integrations
- Demonstrated exceptional adaptability in fintech-gaming convergence space

This role prepared me for later success in DeFi game economics and blockchain integration

Oct 2013 - Jan 2020

■ **Video Game Producer**

Gameloft, Ho Chi Minh City, Vietnam

Pivotal career transition from technical lead to management executive - became one of Gameloft's global JIRA administrators

Key Achievements:

- Mastered Agile/Scrum methodologies while serving as internal consultant for workflow optimization across Gameloft Vietnam teams
- Led comprehensive digital transformation initiatives including JIRA system architecture, Confluence knowledge management, and e-

- learning platform development
 - Pioneered maximum automation of project management processes - from task assignment and progress reporting to team retrospectives
 - Significantly improved operational efficiency through process automation and digital transformation leadership
 - Worked across multiple teams: W8/WP8 Publishing, Android Publishing, Ecommerce Application

Extensive Gameloft training in soft skills and management capabilities - foundation for later executive roles

Jul 2012 - Jan 2020

- **W8/WP8 division lead**
Gameloft, Ho Chi Minh City, Vietnam

Led team transition from R&D to production, focusing on Windows platform ecosystem

Key Achievements:

- Published major Gameloft titles on Windows platform: Asphalt, Modern Combat, Heroes of Order and Chaos, Despicable Me
- Successfully integrated Gameloft Cloud with Microsoft Xbox Ecosystem (Xbox Cloud) including login credentials, leaderboard, achievements, payments
- Secured attractive contracts from Nokia and Microsoft to grow W8/WP8 store presence
- Led platform strategy during critical Windows mobile expansion period
- Managed technical partnerships and platform integrations with major technology partners

Strong partnership development with Nokia and Microsoft during strategic platform growth

Jan 2012 - Nov 2012

- **Development Team Lead**
Gameloft, Ho Chi Minh City, Vietnam

Leading mobile R&D team of Gameloft, researching for new technology, new Mobile platforms. We had to master many strange programming languages. developing games and application from scratch with limited help from partners (Nokia, Samsung, Microsoft): OpenGL, XNA, C# mobile, BADA, WipiC etc. We're one of the first people who working on the newest features of mobile at that moment: Accelerometer, Gyroscope, Near field communication (NFC), proximity sensor, Argumented Reality.

Jan 2009 - Jan 2012

- **Supervisor**
Gameloft, Ho Chi Minh City, Vietnam

Supervising the nobile R&D team of Gameloft Vietnam. Learning new technology, porting games from IOS to other new platforms.

Languages

English

Vietnamese

