

LÊ VĂN PHƯỚC

Senior Solutions Architect (Dynamics 365 & Power Platform)

1. Personal Information

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2. Executive Summary

Senior Solutions Architect with **17+ years** of dedicated experience in the **Microsoft Dataverse, Dynamics 365 & Power Platform** ecosystem — from CRM 4.0 through to the latest releases.

What sets me apart: Beyond delivering enterprise-scale solutions, I am the **creator of DynamicsCrm.DevKit** — a Visual Studio extension used by Dataverse developers worldwide — and the **first individual publisher in Vietnam** to release a

commercial add-on on **Microsoft AppSource**.

- Full-stack Dataverse expertise — from **server-side** (Plugins, Custom Workflows, Custom Actions, Custom APIs) to **client-side** (JavaScript, TypeScript, PCF Controls) — with proven system integration capabilities using SOAP and Web API.
 - Deep experience with **Dynamics 365 Applications**: Portals, Field Service, Project Service Automation, Unified Service Desk, Omnichannel, and Customer Voice.
 - Proven integration experience between **Microsoft Dataverse** and **Dynamics AX 2012 / Dynamics 365 Finance & Operations**, focusing on Accounts, Invoices, and Sales Orders.
 - Delivered solutions across diverse business domains: **Education, Financial Services, Food & Beverage, Plastics Manufacturing**, and **eCommerce**.
 - Actively contribute to the Dataverse developer community through open-source tools, technical articles, and a Microsoft Edge extension published on the Edge Add-ons store.
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3. Key Achievements & Products

3.1. Icons and Tooltips with D365

- Website: d365iconsandtooltips.com
- AppSource: [Icons and Tooltips with D365](#)
- **First commercial Dataverse add-on published by an individual in Vietnam on Microsoft AppSource.**
- Enables **Salespersons, Sales Managers, Customizers, and Administrators** to:
 - Define Dynamics Dataverse grid/subgrid icons and tooltips for each view — **no JavaScript knowledge required.**
 - Leverage 3 built-in icon collections out of the box.
 - Install additional icon collections via separate solutions.
 - Create custom icon collections tailored to specific needs.
 - Control user access via security roles.
 - Define once and view across all interfaces: **Web Desktop, Unified Client Interface, Unified Service Desk, Dynamics 365 App for Outlook, and Mobile App.**

3.2. DynamicsCrm.DevKit

- Repository: github.com/phuocle/Dynamics-Crm-DevKit
- Built from **17+ years** of hands-on Microsoft Dataverse development experience, this Visual Studio extension streamlines and accelerates Dataverse development.
- Key Features:
 - **30+ project and item templates** for rapid scaffolding.
 - Integrated with **Visual Studio 2015, 2017, 2019, 2022, and 2026**.
 - **DynamicsCrm.DevKit.Cli** for CI/CD and DevOps automation.
 - **JavaScript IntelliSense** for form scripting and Web API development.
 - **Automated deployment** of Plugins, Custom Actions, Custom APIs, Reports, and Web Resources.

3.3. View-FetchXML

- Repository: github.com/phuocle/View-FetchXML
- A managed solution that enables Microsoft Dataverse developers to easily copy/paste FetchXML code.
- Key Features:
 - Adds a new button to the **Advanced Find** window.
 - Instantly copy/paste the current FetchXML code in multiple formats: **XML, JavaScript, C#, and Web API**.

3.4. Dataverse Dialog Builder

- Repository: github.com/phuocle/DataverseDialogBuilder
- A managed solution for building Microsoft Dataverse OOB-style dialogs (e.g., Assign dialog, Close Opportunity dialog).
- Key Features:
 - Build dialogs that match the look and feel of **out-of-the-box Dataverse controls**.
 - **Live preview** of dialogs during design.

3.5. Dataverse Column Namer

- Repository: github.com/phuocle/dataverse-column-namer
 - Edge Add-ons: [Dataverse Column Namer](#)
 - A **Microsoft Edge extension** designed to enhance the Dataverse development experience by displaying column schema (logical) names directly on the Dataverse UI.
 - Key Features:
 - Instantly view column schema names without navigating to the solution editor.
 - One-click copy of column logical names for use in code.
 - Seamlessly integrated into the Dataverse Maker Portal experience.
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4. Core Competencies

Microsoft Dataverse & Dynamics 365 (17+ years)

- **Platform Versions:** CRM 4.0 → CRM 2011 → CRM 2013 → CRM 2015 → CRM 2016 → Dynamics 365 → Microsoft Dataverse
- **Data & Analytics:** Microsoft Fabric, Power BI, Azure Synapse Link
- **Cloud & DevOps:** Azure (VM, Web App, SQL, Docker, Storage), Azure DevOps Pipelines, CI/CD
- **Server-Side:** Plugins, Custom Workflows, Custom Actions, Custom APIs
- **Client-Side:** JavaScript, TypeScript, PCF Controls, Web API, HTML5, CSS3
- **Data Access:** Early Bound, Late Bound, Query Expression, Fetch Expression, SQL Query, LINQ
- **CRM Frameworks:** XrmServiceToolkit, CrmFetchKit, Soap.js, Process.js, Alert.js, CrmWebApi, CrmApiClient, FakeXrmEasy, WebApiClient
- **CRM Tools:** Visual Studio, Visual Studio Code, Microsoft Power Platform CLI, Ribbon Workbench, XrmToolBox, Dataverse Rest Builder, Dynamics Dataverse SDK, Plugin Registration Tool, Fiddler
- **Daily Development Tool:** DynamicsCrm.DevKit (self-developed)
- **Data Migration:** SSIS, SQL, KingswaySoft

General Technical Skills

- **Languages & Frameworks:** .NET, .NET Core, C#, Python
- **Web Technologies:** HTML5, CSS3, jQuery, Bootstrap

- **Databases:** SQL Server (Stored Procedures, Views), Entity Framework, Entity Framework Core, LINQ
- **APIs & Protocols:** OData v4, REST, MVC, MVC Core
- **Source Control:** Git, Azure DevOps, TFS
- **DevOps & CI/CD:** Azure DevOps Pipelines, VSTS
- **Reporting:** SSRS, SSIS, Power BI
- **Add-in Development:** Office Add-ins, Visual Studio Extensions
- **Testing:** Microsoft Unit Test, NUnit, FakeXrmEasy

Legacy Experience (*demonstrating breadth of career*)

- VB.NET, Visual Basic 6, C/C++, PHP, Java, J2ME
 - iOS, Android, BlackBerry, Windows Phone 7.5/8.0/8.1 mobile development
 - Crystal Reports .NET, DreamWeaver, Corel Draw
 - DevExpress, Telerik, ComponentOne, Ext.Net
 - GraffitiCMS, CommunityServer, WordPress, DotNetNuke
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5. Professional Experience

Mar/2019 – Present | HITACHI Solutions Asia Pacific

Position: Senior Solutions Architect (*Apr 2023 – Present*) **Previous Position:** Solutions Architect (*Mar 2019 – Mar 2023*)

Project: VUS (Vietnam USA Society English Centers)

- Website: vus.edu.vn
- **Project Duration:** Mar/2022 – Mar/2024
- VUS required a comprehensive "**CORE EDU**" system to manage all aspects of their education business. No existing solution on the market could satisfy their specific requirements, so VUS initially planned to build the system with an in-house development team.
- Hitachi Solutions, in partnership with **Microsoft Vietnam**, successfully convinced VUS to build the CORE EDU system on top of **Power Platform and Microsoft Dataverse** instead of building from scratch.

- The Hitachi team conducted **Proof of Concepts (POCs)** and delivered presentations to demonstrate that Power Platform was the optimal platform for VUS's needs.
- Additionally, the Hitachi team demonstrated deep understanding of VUS's educational business processes and strong expertise in modern software development practices including **DevOps, CI/CD, Agile/Scrum**.
- VUS was fully convinced of the value proposition and selected **Hitachi Solutions** as their implementation partner.
- **Project Overview:**
 - **Platform:** Power Platform – Dataverse and Model Driven App
 - **Scale:** 800+ users, 50+ sites
 - **Functional Areas:**
 - **Marketing:** Lead Management, Lead Distribution, Lead Scoring
 - **Sales:** Consultation, Registration (Admission), Enrollment, Sales Order, E-Invoice
 - **Student Management:** Student Profile, Student Wallet
 - **Teacher Management:** Teacher Profile, Teacher Schedule, Teacher Compensation
 - **Facility Management:** Room Management, Room Capacity Management
 - **Inventory Management:** Inbound, Outbound, Transfer, Adjustment, Inventory On-hand
 - **Class Management:** Class and Class Session scheduling and execution
 - **Financial:** Invoice, Tuition Allocation, Deferred Revenue, Actual Revenue Recognition
 - **Customer Care:** Support for Students, Parents, Teachers, and Staff
- **Technologies Used:**
 - Microsoft Dataverse
 - Ribbon, Sitemap, Form, View, Entity, Dashboard, Web Resource, Plugins, Security Roles, Field Security Profile, Calculated Field, Rollup Field, Fx Field, Business Rule, Business Process Flow, Mobile App, Custom Actions, Custom APIs, Custom Workflows, PCF Controls
 - Web API, HTML5, CSS3
 - SSRS (FetchXML-based reports)
 - Power BI, Azure Synapse Link
 - Azure DevOps Pipeline for deployment
 - Power Automate

- **Integrations:**

- Call Center and SMS services
- E-Invoice system
- Core-BIZ (ERP system built on Dynamics 365 Finance & Operations)
- VUS Landing Page
- Learning Management System (LMS)

Project: TEL

- Website: tel.com

- **Project Duration:** Jul/2020 – Feb/2022

- **Technologies Used:**

- Microsoft Dynamics 365 Apps, Field Service App
- Ribbon, Sitemap, Form, View, Entity, Dashboard, Web Resource, Plugins, Security Roles, Field Security Profile, Calculated Field, Rollup Field, Business Rule, Business Process Flow, Mobile App, Custom Actions, Custom APIs, Custom Workflows, PCF Controls
- Web API, HTML5, CSS3
- SSRS (FetchXML-based reports)
- Azure DevOps Pipeline for deployment
- Power Automate

- **Integrations:**

- SAP

Project: Microsoft Dynamics 365 for Institutional Broker – SSI Securities

- Website: ssi.com.vn

- **Project Duration:** Mar/2019 – Jun/2020

- SSI sought a single, unified system for their **Institutional Brokerage, Investment Banking, and Asset Management** business areas to maximize automation of customer relationship management and sales management operations. SSI also required a highly configurable system that could adapt to their specific business requirements.

- The Hitachi teams worked collaboratively to thoroughly understand SSI's requirements by gathering detailed information from management and operations teams across all business areas.
 - Hitachi implemented **Dynamics 365 for Customer Engagement** combined with the **Engage for Banking IP** (intellectual property) solution, enabling SSI to nurture profitable customer relationships and improve sales management operations.
 - **Technologies Used:**
 - Microsoft Dynamics 365 for Customer Engagement (Sales)
 - Customer Information Management (Account and Contact Management)
 - Lead Management
 - Opportunity Management
 - Pipeline Management
 - Activity Management
 - Reporting
 - Engage for Banking IP from Hitachi Solutions
 - Azure DevOps
 - Ribbon, Sitemap, Form, View, Entity, Dashboard, Web Resource, Plugins, Security Roles, Field Security Profile, Calculated Field, Rollup Field, Business Rule, Business Process Flow, Mobile App, Dynamics 365 App for Outlook, Custom Actions, Custom Workflows
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Jan/2018 – Feb/2019 | NashTech Limited

Position: Dynamics 365 Principal Software Engineer

Project: **Crimson, United Kingdom**

- Website: crimson.co.uk
- **Onsite project:** Feb 2018 – Jun 2018
- Supported and implemented Dynamics 365 projects covering the following modules:
 - Sales
 - Marketing

- Customer Service
- Voice of the Customer (VOC)
- Portal

Project: P2V Systems, United Kingdom

- Website: actionpointtech.co.uk
 - Supported and implemented Dynamics 365 solutions.
 - **Technologies Used:**
 - Ribbon, Sitemap, Form, View, Entity, Dashboard, Web Resource, Plugins, Security Roles, Field Security Profile, Calculated Field, Rollup Field, Business Rule, Business Process Flow, Mobile App, Dynamics 365 App for Outlook, Custom Actions, Custom Workflows
 - Web API, HTML5, CSS3
 - SSRS (FetchXML-based reports), Azure Scheduler
 - PowerApps, Power BI
 - Azure DevOps
 - Microsoft Flows
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Apr/2016 – Dec/2017 | Robert Bosch Engineering and Business Solutions Vietnam (BOSCH)

Position: Dynamics 365 Specialist

- Implemented Dynamics 365 solutions for **Minh Long**, **Betrimex**, and **Dai Dong Tien** — covering Sales, Marketing, Field Service, Unified Service Desk, Customer Portal, and Power BI dashboards.
- Key highlights:
 - Built custom **Web API 2.0** integration layers on Dynamics 365
 - Integrated **Google GEO API** and **Google Analytics** with Dynamics 365
 - Configured **Unified Service Desk (USD)** for call center operations
 - Built **PowerApps** for field salesperson workflows
 - Implemented **Microsoft Flow** integrations with Facebook and Power BI

- Performed large-scale **data migration** (1,000,000+ records)
 - Established **VSTS DevOps** pipelines — full cycle from build to release with one click
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Aug/2014 – Apr/2016 | FPT Software (FSOFT)

Position: Software Architect – Dynamics CRM

- Led projects in **Singapore** (National Kidney Foundation, Media Development Authority) and **Vietnam** (FPT internal sales system).
 - Key highlights:
 - Led **upgrade and data migration** from MS Dynamics CRM 4.0 to CRM 2015 for NKF's Clinical System
 - Developed clinical modules: Request/Reservation Management, Dialysis Attendance, POP Management
 - Migrated **Salesforce to MS Dynamics CRM 2015** for FPT Software's internal Sales system
 - Maintained Dynamics CRM 4.0 for Singapore's Media Development Authority
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Apr/2012 – Aug/2014 | Sequent Asia IT (SAI Digital)

Position: Technical Architect

- Delivered CRM solutions for enterprise clients including **Prudential Vietnam, Friesland Campina Vietnam, and Customer Capital Consulting (Singapore)**.
 - Key highlights:
 - **Prudential:** Migrated from Salesforce to Microsoft Dynamics CRM 2013 On-Premise; built Agent Desktop (WPF) integrated with **Avaya Contact Center**
 - **Friesland Campina:** Developed custom **Loyalty Management System** on CRM 2011; integrated with **CISCO Contact Center** and SMS services (BlueSea, VHT)
 - **Customer Capital Consulting:** Built investment tracking system, event management module, and **Dynamic Student System** for 21st-century skills assessment
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Earlier Career (2002 – 2012)

Period	Company	Position
Sep/2007 – Mar/2012	RentClick.ca Corporation	Team Leader
Aug/2006 – Aug/2007	SilkRoad	Team Leader
Oct/2004 – Sep/2007	Diginet Corporation	Deputy of Division of R&D
Jun/2003 – Oct/2004	MQSoft	Software Developer
Jan/2003 – Jun/2003	A Chau	Software Developer

- Built web applications, cross-platform mobile apps (iPhone, Android, BlackBerry, Windows Phone), and ERP modules (**Lemon3 ERP**).
- Gained foundational experience in .NET, SQL Server, REST architecture, and enterprise software development.

6. Certifications

Active Certifications:

- **Microsoft Certified:** Fabric Analytics Engineer Associate
- **Microsoft Certified:** Power Platform Developer Associate
- **Microsoft Certified:** Power Platform Functional Consultant Associate
- **Exam PL-400:** Microsoft Power Platform Developer
- **Exam DP-600:** Implementing Analytics Solutions Using Microsoft Fabric

Legacy Certifications:

- **MCSE:** Business Applications
- **MCSA:** Dynamics 365
- **Microsoft Specialist:** Microsoft Dynamics CRM 2016 Customization and Configuration
- **Microsoft Certified Technology Specialist:** Microsoft Dynamics CRM 2011 Extending
- **Exam 716:** Microsoft Dynamics 365 Customization and Configuration
- **Exam 717:** Microsoft Dynamics 365 for Sales

- **Exam 715:** Microsoft Dynamics 365 Customer Engagement Online Deployment
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7. Education

Ho Chi Minh City University of Technology — 1997 – 2002 IT Engineer | Thesis: *Building Test Generator Program*

8. Foreign Language

English:

Skill	Proficiency
Reading	Professional Working Proficiency
Writing	Professional Working Proficiency
Listening	Conversational
Speaking	Conversational

9. Hobbies & Interests

- Studying modern technologies and staying current with industry trends
 - Reading, sports, and music
 - Chess (chess.com)
 - Strategy gaming — OpenTTD (openttd.org)
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10. References

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