



ANH PHAM NGOC

SALES MANAGER

INTRODUCTION

I have been having 11-year-experience in the B2B field and more than 5 years in the retail and manufacturing with a bunch of relationships with the various customers from HORECA, building to industrial segments. An experienced & professional manager having expertise in setting up a strong distributional channel, business development, sourcing, international trade, marketing, training and management."

OUTSTANDING SKILLS

- Communication skills
- Presentation skills
- Problem solving skills
- Ability to teach and mentor
- Relationship building
- Planning & organising skills

PERSONAL INFORMATION

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LANGUAGES

- Vietnamese: Native
- English: Excellent
- Japanese: Basic
- Korean: Intermediate

EDUCATION BACKGROUND

Hanoi University, Hanoi (2006 - 2010)
Bachelor's degree of Business Administration in English
(Major: Financial Management)

WORKING EXPERIENCES

APAX LEADERS

BRANCH MANAGER
MARCH 2021 - PRESENT

1. Operations
 - Setting up the plans & leading the team to achieve the targets: human resource, marketing plan, problem solving, customer data base...
 - Recruiting staffs.
 - Training & retraining staffs about product knowledges, selling skills, customer services & company regulations.
 - Encouraging & motivating staffs.
 - Controlling daily activities to make sure that everything is under control.
 - Solving problems related to students and students' parents.
2. Sales & marketing
 - Creating the customer data base by using multiple marketing tools.
 - Holding marketing campaigns to boost sales.

MILACO TECHNOLOGY CO., LTD

MANAGING DIRECTOR
JULY 2018 - FEB 2021

Started from a fashion retail shop in June 2015, we developed to be a manufacturer and seller of uniforms and streetwear for young men with a workshop and 3 retail shops.

Number of staffs: 30

Number of shops: 3

Distribution channels: offline, online, E-commerce

- Developing high quality business strategies and plans & ensuring their alignment with short-term and long-term objectives.
 - Recruiting staffs through the various channels.
 - Training and retraining staffs about product knowledges and selling skills.
 - Building the KPIs to let the staffs get in order.
 - Leading and motivating staffs to enhance the employee engagement and increase the working effectiveness.
 - Controlling all operations and business activities to ensure that they produce the desired results and are consistent with the overall strategy and mission.
- Achievements:
- Deep understanding & experience on digital marketing

WORKING EXPERIENCES

HSE VIETNAM CO., LTD

FREELANCE PROJECT

MARCH 2017 - OCT 2018

HSE is the supplier of safety products, firefighting clothes, firefighting equipment such as firefighting trucks, air compressors, respirators & hard hats...

1. Sales Manager

- Recruiting staffs from many channels: agencies, facebook & referral.
- Training & retraining staffs about the product knowledges & selling skills to sell the company's products: safety shoes, uniforms, protective gloves...
- Building marketing plans & sales plans to achieve the sales target.
- Building the KPIs to let the staffs get in order.
- Check the operations of all staffs daily: business effectiveness, financial risk, company policy & system compliance...
- Visiting the customers: Companies, Ministry of Security, Departments of Fire Fighting & Rescue in the Provinces or Cities frequently to get the deals.
- Calculating the COGS then deciding the selling prices based on the market price & targeted profit margin.

2. Sourcing Manager

- Working with the suppliers (manufactures or authorized distributors) over the globe to order the products based on the requirements of the customers.
- Negotiating about: authorization, price, lead-time, payment term, logistics, warranty, assembly & training...
- Checking the commercial contracts.
- Working with the logistic & custom clearance agencies to import products to Vietnam.

Achievement:

- Succeeded on bringing Midori safety shoes into Vietnam:
- + Negotiating with the manufacturer: price, payment, quantity, lead-time, credit & logistic.
- + Setting the price strategy (10% higher than the price of the rival which was the most famous in Vietnam).
- 6 months after commercialization, the attained contract value was 14B VND.

KIMBERLY CLARK PROFESSIONAL

SALES MANAGER (B2B SECTOR)

1ST DECEMBER 2014 - JULY 2018

Entered Vietnam in 2014 with the main core products of PPE, wiper and tissue supplied for Electronics, Metalworking, Wood Working, Automotive, Food processing, HORECA and Building Segments.

1. Channel Management

- Build and manage relationships with key stakeholders both within the channel partners and KCP regional business.
- Conduct regular business reviews with the channel partners to build joint business plans.
- Create demand for business to meet profit and sales targets utilizing market insights and strong relationships with channel partners/ distribution sales representatives (DSR), inclusive of opening new channel partners.
- Engage DSRs to enable them to grow the business through training, loyalty programs, incentive programs...
- Leverage eCommerce strategies and platform to advance the evolution of Distributors' go-to-market strategies, while growing KCP's book of business.
- Strategically manage the overall distributor network.

2. New Business Development

- Leverage Business Intelligence/ Market Insights to develop pipeline to target and engage customers to drive market penetration.
- Bring insights from customer meetings to inform the customer journey, product/ innovation roadmap and marketing programs.
- Embrace digital technology (video, social media, eCommerce) to identify leads and business opportunities.

3. Key Account Management

- Maintain existing businesses with Key Accounts by:
 - oUtilizing customer insights and prospects to generate opportunities.
 - oEngaging targeted end users in regular contact to understand their business needs and identify buying behavior and value drivers to best position current and new products and solutions.
- Broaden penetration across categories and identifies other opportunities to expand account.
- Build a strong network of relationships within customer accounts (General Manager, EHS, Purchaser, Production Manager...) to influence decision at various levels of the customer organizations.

Achievement:

- Get the KAs: Samsung, Toyota, Honda, Hoa Phat, Yamaha, TH True Milk, Friesland Campina, Thaco, Mobase, Intops, Damen. Especially, KAs in Woodworking segment: Falcon, Woodsland, Nitori, Eurowindow, Eidai, Truong Thanh Furniture, Fu Ming, Dai Chau, Ha Lam, Yen Son, Chau A, ...
- Be the best salesman in 2015. Achieved 45% of total sales revenue in Vietnam.
- Exceeded 30% of the target in 2016. Contributed 75% to the total sales revenue in Vietnam.
- Succeeded on selling to Samsung over other famous brand names such as 3M, Honeywell & Ansell which had existed in Vietnam for over 20 years.

WORKING EXPERIENCES

3M

SALES SPECIALIST, BCSD, SAFETY GROUP

JULY 2013 - NOVEMBER 2014, HANOI

Established in 1994, 3M Vietnam is a wholly owned subsidiary of 3M Company. The company serves a multitude of markets from consumers to industries, which include electronics, oil and gas, shipbuilding, automotive aftermarket, road infrastructure, construction, health care, semiconductor, aerospace, and consumer markets...

- Take charge of promotion and sale of all products belonging to Business of Customer Solutions Division under Safety Group (cleaning chemical, matting and safety solutions) in the North and Center Region of Vietnam for Building, HORECA (Hotel, Restaurant & Café), Food Processing, Electronics, Metal Working, Wood Working and Automotive Segments...
- Manage a proper distribution channel.
- Collaborate with distributors and dealers to bring right 3M solutions to end users.
- Build and develop relationship with customers and distributor's sales forces for account penetration and increasing profitability.
- Be accountable for sales forecast accuracy.

Achievement:

- Set up a strong distribution channel and brand awareness.

NNM LABOR SAFETY TRADING LIMITED COMPANY

SALES EXECUTIVE (B2B)

JANUARY 2011 - JUL 2013

Trading labor safety solutions to companies in Northern Industrial Parks"

Main responsibilities:

- Set up plans to meet and reach customers then consult them to use the most appropriate products
- Build up strong relationship with current customers and find potential ones
- Gather and report data or information related to competitor's activities monthly
- Solve customers' claims
- Set up sales plan monthly as well as yearly
- Make weekly report on daily sales activities

Achievement:

- Had an insight of the PPE market.