



## PROFILE

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I have more than 10 years of diversified experiences of Sales and Marketing with major European, Singaporean, Vietnamese and Chinese companies.

\* Over 7 years of extensive and diversified experience of Sales and Marketing with Major European, Singaporean, Chinese companies in Automotive Tire Industry.

- Communication and interpersonal skill, networking, group dynamic
- Analytical thinking, planning skills
- Market study, competitor analysis, product positioning
- Team Leadership and Independent Work
- Customer services
- Forecasting & Business Planning/ Development
- Sales (B2B & B2C)

## CONTACT

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- Cellphone: +84 906924183
- Email: [quangndk07@gmail.com](mailto:quangndk07@gmail.com)

## PERSIONAL INFORMATION

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- **Full Name:** NGUYEN DINH KY QUANG
- **Gender:** Male
- **Date of Birth:** 24<sup>th</sup> Jan, 1983
- **Address:** H8 Phu Lam B Residential Area, Ward 13, Dist 6, Ho Chi Minh City, Vietnam

# NGUYEN DINH KY QUANG

## SALES MANAGER

### EDUCATION:

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#### I. HOUSTON COMMUNITY COLLEGE - HCC

- From: 2007 – 2011
- **Associate In Applied Science Degree of Business Administrative Management.**
- GPA: 2.7

#### II. BACH KHOA TECHNICAL COLLEGE

- From: 2004 – 2007
- **Professional Intermediate Degree of Network and Hardware.**
- Grade: 8.5

#### III. April 2010:

- **Certificate of English, TOEFL 517**, University of Economics and Finance (UEF)

### ACADEMIC PROJECT:

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- **Summer 2010:** Achieved the business plan for a garment company as a project at HCC. – **Grade 90**
- **Fall 2010:** Implementing “Small Business Management Project”, the Balloon Talk. – **Grade 80**
- **Fall 2010:** Implementing the advertising campaign for Coca Cola as projects at HCC. – **Grade 90**
- **Spring 2011:** Implementing the marketing strategy for a promotion company as a project at HCC. – **Grade 90**
- **Spring 2011:** Implementing “Personal Finance Planning Project” at HCC. – **Grade 85**
- **Summer 2007:** Implemented the Computer Network Project for a company as a project at Bach Khoa Technical College. – **Grade: 8.5**

## WORK EXPERIENCE

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### ➤ SAILUN VIETNAM CO., LTD | Ho Chi Minh City, Vietnam

- From Feb 2020 to May 2021
- Position: **Sales Manager (OEM & KEY ACCOUNT)**
- Business: Automotive Tire
- Customers: Automotive Assembly Factories in Vietnam, Key Transportation Fleet Accounts.
- Territory: Vietnam Country.

#### ❖ **OEM RESPONSIBILITY**

- To build SAILUN Brand Name stronger, increase the cognitive of customers/consumers, and also to increase the sales volume monthly and yearly.
- Approach OEM factories in Vietnam territory to introduce/present Group's products.
- Daily care to get information about OEM activities, segments of vehicles, annual quantity, tire sizes available and its potential, competitors' activities/offering or going to offer to OEM factories to have analysis and strategies to approach as well as push Group's products for OE fitment.
- Define the OEM road map, identify suitable target customers to focus on to have suitable action plans & strategies.
- Prepare related documents as mandatory requirement of OEM factories and legal.
- Technical advice related to tires issues to technical department of customer.
- Develop and implement business plan and budgets for volume and turnover.
- Response for inventory, supply chain, sales and marketing strategies, planning and execution.
- Work with planner department to ensure the production plan for on-time delivery & stock.

#### ❖ **KEY ACCOUNT RESPONSIBILITY**

- Approach to transportation fleets (goods and passenger transportation) to present Group's products as well as seeking for business opportunities.
- Research their paints and needs to have suitable programs and policies, as well as advise the suitable products for their transportation demands.
- Consulting technical issues, following the quality products to compare with competitors to help fleets to save the cost of using tires, thereby helping to reduce the overall cost of Business operation.
- Connect customers to the system of dealers / distributors to help them sell-out better. Thereby they will have more margin, more loyalty customers, and achieved the assigned target volume (sell-in) from Group.
- Work with planner department to ensure the production plan for on-time delivery & stock

### ➤ MICHELIN VIET NAM CO., LTD | Ho Chi Minh City, Vietnam

- From March 2016 – Feb 2020
- Position: **Account Manager**
- Business: Automotive Tire
- Customers: Tire dealers, Transportation companies, OEM

#### **Direct Customers:**

- Daily take care direct customers to ensure volume of sales to achieve the Sales Commitment by company's Sales policy, campaigns.
- Prove the benefits that they will have if they sell Michelin tires, or what are rebate levels, margin if they buy in each quantity.

- Follow Month to Date, Quarter to Date, Year to Date of sales of each customer to make sure they will have the best rebate to get the best margin.
- Use sales tools, market experiences to encourage dealers to orders more (exceed the target or commitment) to get more rebate as well as more margin.
- Training customers' staffs the Michelin Selling Ways and products knowledge to help them to have the best approaching to consumers, professional introduction to have the best sell out.
- Coop with other departments such Marketing and Shop & Signage Decoration to have Sell Out campaign, Sell-Out Programs, as well as ensuring good signage & image at customers' shops.
- Following orders, delivery, and credit/payment situation.
- Find opportunities to develop the foot-print in targeted territory by open new accounts/customers.
- Analysis the Road-Map to identify the main target customers to focus on.
- Follow up the market's information to have the right action plans.

**OEM:**

- Take care one of the biggest Coach & Bus assembly factory in Vietnam.
- Work closely with OEM customer to get information about their business plans to have forecast by monthly, quarter and yearly.
- Work closely with customer to get information about their new projects of assembly to have right and timely plans and strategies to push Michelin for OEM as well as stop the competitors.
- Following/tracking inventory to ensure timely delivery as schedule to keep up with production progress of customer.

**Small and indirect customers:**

- Develop the market by approaching more potential customers and convince them to become direct customers.
- Approach small customers to have products training and connect to direct dealers as well as to help direct dealers sell out.

Follow up the market's information to have the right action plans.

**End User (Transportation Fleet):**

- Daily take care End User (EU) to connect to targeted dealers to help them Sell-Out.
- Approach EU to get information (pains & needs, fleet detail information, ...) to deploy suitable programs to sell products.
- Advise and recommend how to use tire safely and effectively. Thereby, help to save the cost of using tire and also to reduce the overall cost of business operation.
- Technical support as added value to help customers peace in mind of using Michelin products.
- Watch out the market, competitors to keep loyalty customers.
- Connect customers to the system of dealers / distributors to help them sell-out better. Thereby they will have more margin, more loyalty customers, and achieved the assigned target volume (sell-in) from Group.
- Work with planner department to ensure the on-time delivery & stock

**Achievements:**

- Help to stable the market in highland provinces to have the basement of developing.
- Develop the market share of Michelin in assigned territory by connected many EUs using Michelin products, and also connect indirect dealers to direct dealers.
- Always achieved and exceed the target of monthly, quarterly, yearly.
- Always in Top 3 (among 13 sales staffs) of the company's best sales every year.
- Have good performance to develop the highland market so I was assigned for a bigger territory.

## ➤ YHI (VIET NAM) CO., LTD | Ho Chi Minh City, Vietnam

- From July 2014 – November 2015
- Position: **Sales Manager**
- Business: Automotive Tire
- Customers: Tire dealers, transportation companies
- Territory: Vietnam Country

  

- Responsible for Sales and Marketing of Vietnam market.
- Represent to develop new brand name of tyre to the market.
- Define the market road map, identify suitable target customers to focus on to have suitable action plans & strategies.
- Responsible for budget to have Sales-in and Sales-out campaigns.
- Approach to new potential customers to increase the sales as well as market share.
- Implement the sales and marketing plan and strategy to increase the sales and compete with competitors.
- Research the market and customers' feedback to get information about the market situation about our products' price, quality, policy as well as competition to give out the right marketing and promotion programs.
- Price maker base on market survey, factory price, import fee and tax, ...
- Planning to import products (stock for 3 months sales demand).

**Achievements:** Developed the market of this new product in a higher position and reputation. There are more and more dealers purchase this new brand month after month. Sales turnover is getting higher.

## ➤ SPRAYWAY-TPR Co., Ltd - Ho Chi Minh City

- From September 2012 – June 2014
- Position: **National Sales Manager**
- Business: Aerosol Products
- Customers: Sewing, Screen Printing, Embroidery factories (garment industrial).

### ❖ **Key responsibilities:**

- Response and take care for the whole Vietnam's market in sales and marketing.
- Manage and support Sales team to reach the given target as well as given sales plans.
- Follow up market, corporate with Sales team and Marketing department to have timely and suitable Sales campaign to achieve the target.
- Approach to new potential customers to open the company/brand foot print.
- Plan to attend the relevant exhibition and event to popularized company and products' image as well as for business opportunities.
- Research the market and customers' feedback to get information about the market situation about our products' price, quality, policy as well as competition to give out the right strategy.
- Visit garment factories on the whole Vietnam to introduce products, persuade them to use our products, support technical in using our products efficiently, and help them to use the right products on the right matters of the producing process.

### ❖ **Achievement:**

- Always exceed the given target from Board Management.
- Develop company's products become strongly and difficult to be replaced on the market by competitors.
- Support good plans and strategies to clear stock of old date, slow sales.

- Be loved by sales team because of given right coaching, plans to help them achieve the given target as well as rewards receiving for jobs done.

➤ **Representative Office of BAC HA Trade and Media Group.**

- From July 2011 – July 2012
- Position: **Sales Manager Assistant**
- Business: Event, and Exhibition Organizer
- *Key Responsibilities:*
  - Identify and approach potential customers to achieve new contracts.
  - Maintain the business relationship with existing customers and listen to their feedbacks to improve service quality.
  - Manage and support Sales team to reach the given target as well as given sales plans.
  - Follow up market, corporate with Sales team and Marketing department to have timely and suitable Sales campaign to achieve the target.
  - Responsible for budget to have Sales Campaigns to achieve the company's target.

**SKILL**

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- *Presentation* 
- *Negotiation* 
- *Communication* 

**ENGLISH:**

- *Listening* 
- *Writing* 
- *Speaking* 
- *Reading* 

**OFFICE:**

- *Word* 
- *Excel* 
- *Powerpoint* 