

# CURRICULUM VITAE

## I. Personal Details

- Full name: NGUYEN TUYET HONG
- DOB: Dec 28th 1987      Gender: Female
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## II. Education Background

- Master of Business Administration: Columbia Southern University
- Bachelor of Business Administration: Vietnam Commercial University

## III. Language

- English: Fluent in 4 skills

## IV. Computer Skills

- Salesforce.com
- SAP/R3, Lotus, Bravo, Solomon
- MSOffice

## V. Skills and Proficiencies

- Market knowledge, product development, management process, sales planning, project pipeline management.
- Analytical skills, sales mindset, communication and interpersonal skills, negotiation, building relationship, motivation.
- Leadership, work independently or team work.

## VI. Work Experience

### Berli Jucker Public Company Limited (BJC) (Phu Thai Group) (Feb'19~Current).

Position: Business Development Director

Product: Consumer Electronics and FMCG

*Function:*

- Responsible for the organization's activities
- Develop marketing strategy for existing brands to grow more financial benefit

- Raise the profile of company in the market
- Develop and grow company network by bringing new business partner or new products to increase business
- Customer/Principal Relationship Management

#### 1. Strategy

- Develop and execute market/channel development strategy
- Ensure sales strategy and plan to be on track and align with 4Ps
- Identify and develop company unique selling propositions and differentiations

#### 2. New Business Development

- Understand the development finance and Vietnam's market, and monitor the market for information and creative trends e.g. network with key industry influencers and stakeholders, attend functions and events, and monitor publications and research
- Research and prospect for new principals to ensure engagements within the market
- Build relationships with the decision makers within potential principal organizations
- Plan deal approaches and pitches
- Participate in the negotiation of terms and deal closing
- Develop the systems and procedures to enable the effective execution of new business development.
- Developing new channels of B2B and B2B2C platform for company

#### 3. Marketing

- Align the marketing strategy with the principals to be in line with company objectives.
- Support marketing campaigns with full trade marketing activities
- Overseeing the company's marketing budget.
- Analyze customer/consumer data to better gain insight for the market

#### 4. Budgeting & Control

- P&L management, ROI.
- Manage program, projects and budgets
- Monitor, analyze and forecast investment raising targets/progress against targets
- Prepare analytical and performance reports as required for management and Board purposes

- Prepare, negotiate and manage contracts related to the team, ensuring compliance with strategic objectives, internal policies and legal obligations. Identify, monitor and manage risks related to the team

### **HONEYWELL INTERNATIONAL INC.**

**(Oct'2016~Oct'2018).**

Position: Sales Manager

SBG: Honeywell Sensing and Productivity Solutions

SBU: Honeywell Industrial Safety and Security

Products: PPE, Fire-fighting

*Sales Track Record*

- AOP 2016: Q4: 101%
- AOP 2017: 1st half: 112% 2nd half: 79%
- AOP 2018: Q1: 135% Q2: 117%, Q3: 105%
- Manage 4 channels, 50 main customers and more than hundred pipelines of projects and opportunities.

*Key Projects Record*

- Samsung Electronics Vietnam, Samsung Display Vietnam.
- Ministry of Public Security
- LGDisplay, LG Electronics, Honda, TOTO, Vinacomin, JGCS-Nghi Son Refinery, PVGas Ca Mau, EVNGenco3, Binh Son Refinery, Firefighter Dept...etc.

*Function*

- Generate sales growth and drive sales strategy through sales activities that ensures attainment of company sales goals and profitability.
- Monitor sell-in and sell-out by channels, project partners and key account as well as market behaviors and competitors' development.
- Initiates and coordinates development of action plans to penetrate new markets.
- Analyze customer needs in order to define product sales strategy and thereby achieve advantages and benefits for clients.
- Build and maintain relationship with all clients in the market area to ensure high levels of client satisfaction.
- Strongly responsible for government projects and process on track successfully.
- Collaborate with Marcom to design promotion program for channels.
- Liaise with Marcom and Product Manager to ensure brand consistency and increase sales.

- Acquiring a thorough knowledge of company products, technology, systems and services.
- Explore and expand into new and assigned geographical areas per business needs.
- Do the presentation of products and de-briefings, providing pre-sales and post-sales support, product education and advice.

### **ITSUWA SHOJI KAISHA VIETNAM**

**(Apr'2010~2015)**

Position: Business Development Manager.

Department: Business Development

Product: Electronic components, PPE, sub-materials, cutting machine (B2B)

#### *Sales Track Record*

- Achieve 100% sales target yearly.
- Develop and achieve of selling to 120 manufacturing customers in industrial zone.
- Find and exploit successfully Korean market.
- Succeed in exporting cutting machine project to USA market.

#### *Function*

- Accomplish sales objectives and business development activities by reaching and developing sales opportunities.
- Set goals and objectives, develops sales /account plans, establishes call plans and strategies.
- Develops account profiles and executes the sales plan, to meet/ exceed targets.
- Manage the dealers and channels to launch the products to End-users.
- Communicating new product developments and propose potential business deals to prospective clients.
- Planning and overseeing new marketing initiatives
- Attending conferences, meetings, and industry events
- Provide trustworthy feedback and after-sales support
- Build long-term relationships with new and existing clients.
- Negotiating contracts, terms and conditions.
- Training personnel and helping team members develop their skills.
- Do presentation of products and company to customers.
- Report to Head Quarter on (weekly/monthly/quarterly) sales results.

### **TOTO VIETNAM CO.,LTD**

**(Apr'2008~Mar'2010)**

Position: Sales Administration

Department: Business Planning

Product: Sanitary wares (B2B, B2C)

*Projects Record*

- Succeed in building and producing bathtub project.

*Function*

- Coordinate and manage domestic distributors.
- Process distributors' order and invoices for all sales transactions.
- Contact distributors to obtain missing information or answer queries
- Stay up-to-date with new products, features and prices.
- Supporting the sales force with general operations to help reach the team's objectives.
- Liaise with the Logistics department to ensure timely deliveries.
- Control the inventory and make selling plan for production's reference.
- Manage exporting to APAC
- Prepare for shipping documents and customs clearance
- Understanding clearly the import and export procedure, all expenses and decree of commercial regulations.
- Testing profiles and documents of all orders from distributors, following up taxes paid to the State budget.
- Do the cost control for company, control PSI, liquidation, manage suppliers and forwarders.
- PIC of 5S & HORENSO.

***THANK YOU FOR YOUR KIND ATTENTION!***