



Name NGUYEN DIEP TUAN
Date of Birth 16.Nov.1982
Status Male / Vietnamese / Married
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Qualifications
2006 **Bachelor of Science in Automobile Engineering**
University of Technical Education - HCMC
2020 **MBA (Doing final assignment)**
Hochschule Fresenius University in Germany

CORE COMPETENCIES

- Visionary leadership, High stake negotiations, Diversity.
 - Budget/ Sales and aftersales forecasting and managing.
 - Key partnership development, Business development.
 - Risk Management, Data driven decision making, public and media relations.
 - Organizational Restructuring, Training, People centricity.
 - Team leadership & support, learning agility.
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WORK HISTORY

July.2018 – July.2020

Shriro Trading Vietnam Co., Ltd.
Director & Legal Representative in VietNam.

- Business management.
 - Responsible for providing the overall directions for Shriro Vietnam.
 - Ensure a business and organization's policies and overall operation are within the parameters set by the board of directors.
 - Planning and coordinating activities for high-level management and clientele alike.
 - Ensure that clients, shareholders, and employees are all satisfied with their experiences with the company and organization.
 - Work directly with appointed department heads (Industrial Division, Imaging Division, Golf Division, Medical Division, Finance Controller and Human Resources) and managers to delegate responsibilities and ensure that all aspects of the company are running efficiently.
 - Negotiate and approve contracts with vendors and suppliers, federal and state agencies, and other relevant organizations in order for business to operate efficiently on a daily basis.
 - The conduction of market research studies to determine what customers need from the company, and then build plans to provide services and products based on solution findings & outcome implementation.
 - Discussed issues, resolved problems, and coordinated business activities with board members, staff members, and other company officials.

- Coordinated FC and business heads about: AR, Inventory, Suppliers Forecast, Sales pipeline to ensure continuing operation with increased productivity and maximized return on investments.
 - Directly managing and monitoring in Golf business: Jacobsen distributor – Textron group in Vietnam market.
 - Expand its presence in the local market on the key business groups of the Shriro Group such as: Consumer goods and Sport equipment...
 - Develop social media & digital marketing activities especially IM business. Planning & developing Shrirophoto.vn website (digital platform) and Shriro photo Vietnam fanpage with IM team.
 - A member of AGIF group in Asia & A member of VCCI (Vietnam Chamber of Commerce and Industry).
- Finance management.
 - Developed new methods of tracking expenses, controlling the company budget, and finding new ways to save money while still delivering excellent service.
 - Managing and controlling PEC, GMI & II, EBIT, NOC & RONOC, P&L, Balance Sheet, company cash flow, inventory, accounts payable and accounts receivable.
 - Working and negotiating with the bank in term of trade line, loans term and conditions.
 - Build and submit the yearly budget to Group and get Group Chairman's approval.
 - Controlling company bank account.
 - Managing payment schedule for suppliers.
 - HR management & Legal responsibility
 - Build a new incentive scheme for sales team which helps us to motivate the team and get more sales in 2019.
 - Build performance management process which can help to build performance development plan for each employee in the company.
 - The highest legal responsibility of company business (North and South) in Vietnam.
 - Create a positive work environment.
 - Restructure the team & Human resources utilization.
 - Saving operation cost.

2012 – 2018.

DKSH Technology Co., Ltd.

Business AGR Line Manager

Consulting for Case IH and New Holland (CNHI group) in Vietnam & Cambodia.

- Finance management:
 - GM, A&P, P&L, PEC, RONOC & NOC, EBIT of AGR business line.
 - Allocation cost management & developing annual budgets that support operating plans and getting BOD's approval.
 - Prudently manages the organization's resources within budget guidelines according to current laws and regulation.

- Sales & After Sales Management
 - To build dealer network: Set up Dealers, Dealer standard, Customer satisfaction and dealer's target
 - Build Project sales team - solution sales such as: sugarcane balers, Auto guidance program for tractors and sugarcane harvester (4.0 technology), Cow feed mixers, corn & cassava planters and sprayer,...& Retail sales team: Dealers network, financial support, demonstration,...
 - Management sales activities through Salesforce tool.
 - Spare part management: Sales spare part, stock level, warranty spare part policy.
 - After sales service management: Trouble shooting, Training, Service contract, Warranty activities and Maintenance activities and after sales services will be managed by Service management tools.
- Clients' Management
 - CNHI (New Holland & Case IH)
 - Maschio – Italy & EIMA exhibition in Bologna
 - Fimaks – Turkey.
- Consulting for Case IH and New Holland (CNHI group) in Vietnam & Cambodia
 - Manage and maintain the current Agricultural business and team in Vietnam & Cambodia.
 - Introducing new products produced by the company onto the market especially in Cambodia.
 - Assist with ongoing and new business deals in Vietnam & Cambodia.
 - Support Cambodia team in term of Sale policy, financial support for farmers and products.
 - Assist the company's business dealings with DKSH in both Cambodia and Vietnam.

2010 – 2012

Kubota Vietnam Co. Ltd., (KVC)

Technical Manager (6 months)

Dealer Development Manager (from 2010 to 2012).

- Dealer management: Developing & managing 35 dealers in Nationwide.
- Training management: building training program & Conducting training courses for technicians, sales man and dealer owners
- After sale management: Controlling and evaluating warranty & maintenance activities of dealers.
- CRM management & Dealers standard & dealers evaluation.

2008 – 2010

Mercedes – Benz Vietnam Co., Ltd.

Sales Trainer.

2007 – 2008

Tuy Hoa Industrial College.

Lecturer.

2006 – 2007

VMEP Co., Ltd.

Technician.

ARCHIVEMENTS

- Sales revenue increases 20% and reaches \$3M in 2019.
- Team restructuring & Headcount utilization in 2019.
- Fixing the cash flow issue and increasing 10% gross profit in 2019.
- Market leadership for 2 years (2015,2016) in the largest-scale imported tractors.
- Increased New Holland & Case revenue from zero in 2012 to \$4.5M in 2015 and \$6.3M in 2016 by expanding market share and establishing alliance initiatives.
- 100% sales and technician staffs of KVC's dealers are trained by training team and KBT in 2011
- Maintenance index and warranty index increases 20% compare 2010.
- A member of FAASC who is leader of AGR mechanization's function (Food, Agri and Aqua Business Sector Committee)- the European Chamber of Commerce. (EuroCham)
- Local expert of "Enabling the business of agriculture project"- World Bank project in 2016 and 2017.
<http://documents.worldbank.org/curated/en/369051490124575049/Enabling-the-business-of-agriculture-2017>
- Doing Agri-Business in Vietnam Webinar of British Business Group Vietnam
https://bbgv.org/wp-content/uploads/2017/08/Webinar_Doing_Agri_Business_in_Vietnam_Final.pdf

REFERRENCES

- Mr. Edward – Business Manager of CNHI in APAC.
- Mr. Xavier – Product Manager in Claas.
- Mr. Michael Teh – Managing Director of Shriro Malaysia.
- Mr. Alex – Managing Director of DKSH Technology Vietnam

AWARDS

- CNHI award "The best sale growth in Asia Pacific" in 2013.
- DKSH award – Leadership principle award in 2015.
- World Bank certification "Enabling the business of agriculture project" will be implemented in 60 countries around globe in 2016, 2017.
- Leadership Foundations Program Certification.
- Strategy execution Program Certification