

## TRAN DANG THIEN TOAN

### PERSONAL INFORMATION

**DOB** : 26 August 1991

**Gender** : Male

**Marital Status** : Single

**Nationality** : Vietnamese

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### EMPLOYMENT HISTORY

#### 11/2019 – Now : Business Development Manager – Foody Corp

##### **Main duties:**

**Report to** Business Development Country Head

- Expand DaNang market by contract with Now.vn template.
- Business insider at DaNang Market.
- Suggesting marketing programs in line with the market reality.
- Planning allocate budget to develop territories & attack competitors.
- Build up & Maintain customer data base.
- B2B deal with Brand Supplier to get good deal for running campaign on platform
- Manage 3 Business Development Executive to direct Sales Volume.
- Planning exclusive deal to block market share from competitors.
- Manage & Support other department to control menu, program code, pricing....for operation.
- Support to build a high performing team.

##### **Achievements:**

- KPI achieve in 2020
- Top 3 performance BDM in Central & North.
- Increase & maintain market share at 90%.

**01/2019 – Now : Co-Founder Truong My Xuan Joint Stocks Company.**

**01/2018 – 12/2018: Grab Limited:** Team leader – expansion team

**Main duties:**

**Report to** Ares Sales Manager

- Build up customer data base.
- Manager Grab 4-Wheels in Central and support for the North.
- Set task and deadline.
- Training and coaching.
- Motivate and inspire team members.
- Lead by examples.
- Support to develop other location by ASM.
- Re-location.
- Recruitment SE & SA in charge.

**Achievements:**

- Got experience B2B.
- Expansion new market: Son La, Ha Nam, Ninh Binh, Nam Dinh, Lao Cai, Quy Nhon, Khanh Hoa.
- Achieve target: average 200 Grabtaxi (GT), 80-90 GrabCar (GC)/month.

**08/2016 - 12/2017 :Area Supervisor - VINATABA - PHILIP MORRIS:**

**Main duties:**

**Report to** Ares Sales Manager

- Management of Son Tra and a part of Hai Chau District.
- Managing a team with 10 Sales Rep and 1 Area Rep.
- Track suppliers sell in to have a specific plan to fulfill the target.
- Supervise the delivery of goods, the inventory output; pay the program reward to customers according to regulations.
- Ensure profit for suppliers.
- Implement trade marketing programs.
- Maximize use of resources to achieve the highest efficiency, the targets of sales, coverage.
- Train for staff to improve skills (through 7 sales steps).
- Motivation, promote the employees have excellent results.

- Support and supervise the basics of sales: Outlets, sales routes, distribution, inventory, product display ...

### **Achievements:**

- Always achieving sales volume target, contributing 30% total volume of Da Nang (average 1.1 million cigarette/month)
- Increasing markets share from 3.9% to 4.5% (April 2017) at area in charge.
- Deploying Investment budget effectively.
- Motivating 2 Sales Rep become Area Rep in 2017.
- Building up several smokers key zone (Nguyen Chi Thanh, Fish Harbour, outlet On channel: Dragon Bridge...).

## **06/2013 - 07/2016 :Sales Representative - VIETNAM BREWERY LIMITED**

### **Main duties:**

- Supporting 2 distributors and managing more than 150 outlets in area in charge.
- Leading by example for salesman.
- Manage the assigned area, support sell-out for the suppliers in the area.
- Build and maintain close relationships with outlet owners.
- Implement and monitor the programs of the company.
- Introduce new customers to suppliers in the area.
- Manage and set targets for the PG team at the outlet.
- Develop and maintain outlet contracted to reach the target of the company.
- Set up and control sales target of Promotion Girls.
- Distributed POSM and deployed investment budget effectively (POSM, PG, Promotion,...)

### **Achievements:**

- Achieving sales target.
- Gaining about 30 outlets from competitors to VBL exclusive outlets.

## **EDUCATIONAL HISTORY**

2009-2013

University of Economics - University of Danang

Bachelor – Business Administration