

Resume of Mrs. Nguyen Van Anh



PERSONAL DATA

Date of birth: 06 July 1977

Home Add: 598/60 Dien Bien Phu, Ward 22, Binh Thanh Dist., HCM

Place of birth: Hanoi

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PROFESSIONAL SUMMARY

I have 22 years of working experience in various fields, including: sale, marketing and providing consulting service. I had strong experiences in set up new company. Some proven records including: set up a new fine furniture factory for exporting products from Vietnam to EU- Rochdale Spears, set up new business line - Profiles International for TRG; set up new property brokerage company - Office Center, set up new product line - cloud applications for Oracle and recently working for a reputation start up – GRAB.

PROFESSIONAL EXPERIENCE

Nov 17 – now

Country Head of GRAB for Business

Objective of my role: to drive strategic growth and gain market share across all Grab's business solutions. Be responsible for growing the B2B business with 300% per year

Execution:

- Manage P&L of B2B business, including 5 teams: Enterprise Sale, SME Sale, Marketing B2B, Account Operation, Account Management
- Design a strategy and growth plans for country aligned on Grab's overall strategy and growth plans;
- Analyze future potential growth areas for existing and new business solutions;
- Empower teams to execute plans to hit quarterly and yearly targets.

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- Maintain strong relationships at executive levels with all corporate customers and partners.
- Nurture and expand the company's relationship with top priority enterprise accounts and decision makers;
- Oversee all people management including building a highly motivated team, hiring / coaching / mentoring / retaining high performers, resource planning, career development and providing guidance for Team;

Jul 17 - Oct 17

Sale and Marketing Director – EDENRED

- Build a new Sale and Marketing team;
- Approached and close deal with some top clients
- Due to the platform is not yet ready and Edenred Group sold this business to their local partner so I stopped working with them

Apr 14 – Sep 17

Senior Sale Manager - ORACLE – in charge Vietnam, Lao, Cambodia, Myanmar (specialized in Cloud Applications)

Objective of my role: bring a new cloud technology in to Vietnam and dominate this market. Then expanding into Cambodia, Lao and Myanmar.

Execution:

- Develops and implements a comprehensive strategy to bring Cloud Applications to Viet Nam as top priority market in assigned territory;
- Lead sale team and coaching them for buying Cloud concept and cloud selling methodology;
- Support sale team members for closing deals;
- Take care key accounts;
- Hunting and cultivating new business opportunity;
- Networking and building relationship with Cx level, Director and Manager levels;
- Break the concern, worry of clients about Cloud;
- Raising confident of clients to help them go ahead with cloud solutions;
- Support marketing team in organizing event, workshop, marketing activities event for coaching and raising awareness of Cloud Applications;
- Coordinate with Pre Sale, Customer Success, Implementation partner to support client for a successful software implementation;

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July 12 - Apr 14

Business Development Manager – HRBoss – an international Singapore company specializes in human resource management software

Responsibilities included:

- Work out yearly sale strategy and quarterly action plan;
- In charge selling three (3) software: hiringboss, staffingboss, and employeesboss to big clients and most potential industries;
- Observing the economy and collecting information to get the right potential leads;
- Find out the way to approach the potential leads and decision makers;
- Presenting solutions, collecting requirements, analyzing client's needs and working with client solution department for proposing proposal to them;
- Negotiating and closing deals;
- Collecting competitor's information and work out SWOT;
- Networking in HR club, business clubs/events to promote the company brand name/products and get new leads;
- Corporate with client solution department to take care clients to make sure they are happy with our services and like our company.

Feb 10 – May 12

Sale Director – Office Center – a property company specializes in apartment, house, office and factory for lease

Responsibilities included: Set up and run a new start up

- Work out yearly sale and marketing strategy then break down to quarterly action plan;
- Manage sale and marketing team;
- Approve and supervise marketing campaigns;
- Market research;
- Meeting clients work with them to offer the most suitable apartments, houses, offices, factory;
- Support the tenant and landlords for leasing contract negotiation then close the deal;
- Support, guide, coaching staffs to close the deals;
- Looking for new apartments, houses, offices, factory and work with the landlords for a cooperation agreement;
- Expand new clients by net working, hunting new prospects;
- Support the tenant and the owner in dealing with the tax authority for tax payment and get VAT invoice;

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- Manage and coach, conduct training for sale staffs.

Sep 06 – Jan 10

Vice President - Profiles International VN/ TRG International HR Advisory

Responsibilities included: Set up and a new business line for TRG International

- Product Localization
 - Localize assessment products for Vietnam market: ProfileXT, Check Point 360 degree, Profiles Sale Indicator, Customer Services Perspective. Manage whole process of localization including: translation, key in system, find out potential clients for joining validation step; then work with Profiles USA for deploy;
 - Keep update any changes in USA for Vietnam market ;
 - Localize EasyPay – an human resources management software: work with Technical Director to localize and translate this software into Vietnamse version
- Marketing
 - Set out strategic plan for marketing separate Assessment product and training services in to Vietnam market;
 - Set out yearly and quarterly marketing plan then work with BOD to get approval;
 - Manage staffs for execution all approved marketing plans;
 - Organize monthly Workshop for launching Assessment product to target clients;
 - To be workshop speaker;
 - Built up and maintain relationship with prospects/potential clients; Business Clubs: Amcham; Euro Cham, HR Vietnam; Young Business Association; Club 20-30; Business Club; CFO Club...;
 - Develop relationship with newspapers for PR purpose;
 - Develop relationship with other HR Companies, foreign Universities for seeking Partner for Profiles business;
- Sale
 - Meeting with prospect for understanding their needs and offering a properly solution;
 - Advise and helped clients aware solution benefit then make decision to buy it;
 - Persuade, negotiate and close deals;
- HR Consulting Services
 - Provide consulting services for helping clients applying Profiles product in hiring decision, assessing the ability and management skills of existing staffs and restructuring companies; set up Training Needs Analysis; set out career path; making promotion decision...

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- Delivered products training for clients and business partners;
- Hire, train, coach and manage staff and supported them for running business together

Aug 04 – Aug 06

HR Consultant Manager – Tan Duc (TD&T) HR CONSULTING CENTRE

Responsibilities included:

Provide HR services including: Executive Search & Selection, Outsourcing (Staffing, Payroll Management), and HR Consultancy.

- Executive Search & Selection:
 - Meeting with clients for recruitment requirement understanding;
 - Search suitable candidates, interview then recommend to clients;
 - Assist clients for interview candidates at clients office;
- Outsourcing
 - Meeting with Clients for Outsourcing requirement understanding;
 - Propose proposal to clients and deliver presentation for persuading them;
 - Close the Outsourcing Services Contract
 - Deliver solution: hire staffs, make monthly payroll, pay salary, and coordinate with clients for management outsourcing staffs;
 - Solve all labor matters related to projects;
- HR Consultancy
 - Meeting with clients for HR Consultancy requirement understanding;
 - Propose proposal and HR Consultancy Services Contract
 - Deliver presentation of proposed solution to client's BOD

 - Discuss with clients for detail project schedule;
 - Manage subordinates consultants for project implementation;
 - Update and issue project report to clients;
- Training
 - Meeting with clients for training needs understanding;
 - Work with internal trainer for training proposal;
 - Work with clients for training material developing;
 - Support trainer for delivering training courses.

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Sep 02 – Aug 04

General Director Executive Assistant cum HR Manager - Rochdale Spears Co., Ltd. - an 100% UK furniture manufacturing exporter

Responsibilities included: set up a new 100% foreign factory. I have in charged various functions: General Director Executive Assistant, Project Manager, Human Resources Manager, and Admin Manager.

- General Director Executive Assistant:
 - Help the General Director in setting up the factory follows business strategy
 - Design procedures for all departments;
 - Manage HR, Admin for increasing staff performance; reducing work paper, increasing communication, team work, resolving internal and external problems...;
 - In-charge PR job: maintain good relationship between company and local authorities;
 - Organize all management meetings;
 - On behalf of General Director resolve all matters of factory (excluding production issues) if he is not available in Vietnam;
 - Advise BOD on legal matters;
 - Cooperate with Production Manager for LEAN MANUFACTURING implementation.
- Project Manager:
 - Work with all line Managers for improving performance of Admin, IT, Customer Support & Purchasing departments;
 - Cooperate with the line Managers for planning long term strategy & short term strategy with a detail tactical plan; then presenting plan to get approval from the BOD;
 - Support the line Manager implements all committed plan;
 - Coordinate with General Director for evaluation project performance as well as departmental performance.
- Human Resources Manager:
 - Set up and manage HR department for provision of efficiency HR services covering recruitment, C&B, training and development, In detail: design HR procedures, Job description & qualification, grading structure, salary structure , performance evaluation, discipline system...
 - Develop a HR policies to meet company' objectives;
 - Set up systems, policies and procedures for Human Resources department including grading structure, salary structure, recruiting policies, performance appraisal...
- Admin Manager:
 - Set up and control security, cleaning services for factory;

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- Set up various admin procedures, policies to manage workers and support productions team;
- Cooperate with maintenance to ensure office & factory are maintained regularly & correctly;

May 01 - Sep 02 Senior Investment Consultant – KPMG

Responsibilities included:

- Provide tax, legal, and business advice to multinational companies investing in Vietnam;
- Advise clients on structuring many kind of taxes such as: personal income tax, corporate income tax, value added tax, import-export tax, special sale tax, foreign contractors tax for saving tax and operation cost;
- To calculate and review the personal income tax, yearend tax;
- To resolve legal matters related to business operation of clients;
- To assist clients in setting up foreign company in Vietnam;

January 99 - May 01 Thang and Associates – Trainee Lawyer

Responsibilities included:

- Provide legal advice in various fields including corporate compliances, business, commercial, banking, labor, trademark, technology transfer, bankruptcy, real estate, intellectual property...
- Draft various kinds of agreement such as: Join Venture Agreement, Selling Agreement, Foreign Loan Agreement, Services Agreement, Master Agreement...
- Conduct research on Vietnamese law;
- Support lawyers in litigation; and translate document, regulations.

EDUCATION AND TRAINING

FORMAL QUALIFICATIONS

1998 Bachelor of Economic Laws

1999 Bachelor of Business Management

TRAINING COURSES ATTENDED

Oversea

SME Growing & Trends in Thai Land

Many training courses conducted by Oracle University in Singapore, ThaiLand, Malaysia

Sale Management in USA

Strategic Sale for Consulting Service in USA

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Assessment Products of Profiles International in USA

CEO in the Uncertainty Economy in Malaysia

Sale and Marketing Management in Malaysia

Lean Manufacturing in Thai Land

Tax Consultancy (in Malaysia)

Modern HR Model in Singapore

In Vietnam: many courses