



PERSONAL PROFILE ANALYSIS | PPA

"Positively changeable to serve better"

2018

2020



PERSONAL INFORMATION

Full Name:

HUYNH NGOC TRUONG (MR. TOMMY)

Position applied:

Top Management Level

Residence Address:

549B Hau Giang, W.11, Dist.6, HCMC, Vietnam

Date of birth:

December 21st, 1970

Passport No.:

B4177466 issued on 07/06/2010-07/06/2020

Cell phone:

+ 84 - (0)909 879630

Expected Salary:

To be discussed in the interview

Nation used to get enter:

USA, Australia, Japan, Singapore, Malaysia, Hong Kong, Thailand, China, Korea, Taiwan, Philippines

Email: tommyhuynh1@gmail.com

WORKING EXPERIENCE IN BRIEF

INTEGRATED RETAIL CHAINS E-COMMERCE

Retail Chains

- B2C
- B2B
- B2E

e-Commerce

- Web services
- Mobile services
- BOPS services
- Fintech services
- Ecosystem services
- Omni-channel services

PROJECTS DONE

Van Hanh Mall
 Nguyen Kim Shopping Center
 Metro Cash & Carry
 FPT Shop & VietAZ
 Tokyo Mart | Kobe Barbecue
 S.Mart | Auchan
 US Global B2B | Thien Hoa
 Lee's Fast Food Chains

Investors & Own-Development
 Nguyen Kim
 FPT Shops
 Dienmay247
 DT24
 Tokyo Mart & Kobe Barbecue
 Viet-AZ
 US Global B2B

IMMIGRATION SERVICES

US Global B2B & Viet Talent

- US
- Canada
- Australia
- NewZealand
- UK
- Nordics
- Europe Union

Main services | Non/Migrant

- Investment
- Business Deals
- Start-up Business
- Study Abroad
- Marriage| Fiancé
- Skilled Worker

TEACHING ENGLISH IN BUSINESS

Viet Talent
 MCRS (Malaysian Red-
 Crescent of Society)

Programs

- Business| Retail
- Study Abroad
- Communication
- Employees
- Entrepreneurs

Career Goals:

2018 2019

2020 2021

The solid BIG-Team for the Investor

To become the best Strategist for the Investor

To become the Strategic Member for the Investor

Projects & Achievements



Solid Skills & Competencies

Languages

English, French, Cantonese, Vietnamese

Computer

Microsoft Office

Software|Tech

SAP| ERP| BI| Apps

Business

Deals, P&L, Sourcing, Market Development, MarCom

Strategy

Differentiated Competition, Growth Leverage, Brand



AWARDS





SOLID SKILLS AND EXPERTISES

Managing Director | Van Hanh Mall | 03/2018 - Present



I am responsible for the performance of the company, which is generally dictated by the board's overall strategy. I will report to the chairman or board of directors.

My responsibilities will include:

- Successfully implementing company policy
- Developing strategic plans
- Maintaining a dialogue between shareholders and the board
- Controlling finance
- Building and maintaining an effective management team
- Assuming full accountability for the board for all company executives.

Managing Director | US Global B2B, LLC. | 11/2016 – Present



- Providing the solutions for the Integrated Retail Chains/Supermarket/e-Commerce in Vietnam.
- Responsible for sourcing (P.S.I – Purchase, Sales, Inventory and margin) from Vietnam, USA, Canada and do the business deals with Suppliers, Importers, Buyers, Retailers with the best compliance.
- Providing for the services of sales & marketing packages for Supermarkets, Suppliers, Buyers, Importers in U.S, Canada and vice versa Vietnam sourcing.
- Consultancy of Education Business-Non-Immigration & Immigration Visas (U.S, Canada, Australia, NZ).
- Report to C.E.O & Chairman.

Commercial Director (e-Commerce & Retail Chains) | Viktor Vietnam JSC|05/2015-12/2016



- To be responsible for setting up the business/Merchandising strategy (Feasible P&L, market analytics & its solution for growth as well as find the best sourcing/P.S.I profession).
- To be responsible for building the key product and organization structure and processes, rules and regulations.
- Build for the e-Commerce/e-Marketplace and purchasing & merchandising solutions.
- Build and expand for the Retail Chains Online/Offline, e-Marketplace as well as steering of mobile apps (Marketing, Sales, and Logistics Apps) as well as how to build the big DATA effectively and hire-purchase 0% benefits.
- To be responsible for recruitment and training for the Sales & Marketing Team and assist to Chairman about own strategy of Company.

(Brands corporates such as Sony, Samsung, Electrolux, Philips, Panasonic Daikin, Aqua, Sharp, Hitachi, LG, Toshiba, Microsoft, Acer, HP, Dell, Canon, Asus, Oppo, Candy, Sanyo, Apple, Logitech and other Brands-Mom & Baby, Cosmetics etc...).

* My sustainable base is the good relationship with Manufacturers, Suppliers, Distributors, Banks, Retailer players, Logistics Services, ERP/SAP Solution providers of CE, ICT, FMCG is to enhance my own brandname for helping Investors to grow their business as well as in differentiated application of economy sharing globally.

Deputy C.E.O - Retail-Franchise-M&A | C.T Retail & Hospitality JSC|01/2013 – 06/2013



- Set the weekly, monthly, quarterly, H1, yearly target for Managers and together with Team for managing & supervising the revenue, profit, P&L, P.S.I, A&P, SCM and 3Cs 100% & strategic merchandising.
- Designing the tools of effectiveness & motivation management and appraisals & talents development (through by bonus/inventive programs).
- Building and applying for the system well management (SAP/ERP).
- R&D and build the project for new market expansion.
- Sourcing & negotiating the M&A, Franchise for the new-lines.
- Reported to C.E.O & Chairman.

Director of Commerce | FPT Digital Retail JSC | 02/2012 – 02/2013



- Set the weekly, monthly, quarterly, H1, yearly target for Managers and together with Team for managing & supervising the revenue, profit, P&L, P.S.I, A&P and 3Cs, GMROI 100%.
- R&D and projecting the location & supply chain values.
- Responsible for Growth of the convenient stores chain expansion such as IT, mobile phones, Digital Camera (DSC & DSLR) etc...
- Planning & growth for Strongly channel of hire-purchase from financial banking loyalty as well as co-branding for value added into the marketing & sales.
- Designing the management of yearly budget (Marketing & Incentives/rebates that compromised with Partners supports).
- Reported to CEO.

Business Development Director | Nguyen Kim Saigon Shopping Center|07/2004-09/2006 & 09/2009-09/2011



- Set the weekly, monthly, quarterly, H1, yearly target for Managers and together with Team for managing & supervising the revenue, profit, P&L, P.S.I, A&P and 3Cs 100%.
- Responsible for location & supply chain values.
- Responsible for Growth of the convenient stores chain expansion such as IT, mobile phones, Digital Camera (DSC & DSLR), CE etc...
- Designing the management of yearly budget (Marketing & Incentives/rebates that compromised with Partners

supports).

- Reported to C.E.O & Chairman.

Vice to Purchasing & Merchandising Manager | Metro Cash and Carry Ltd|03/2001-06/2004



- Responsible for P.S.I, P&L, A&P as well as trade marketing. (P.S.I: Purchasing, Sales & Inventory).
- Responsible for the analyzing and assessment to the new suppliers.
- Responsible for controlling the supply chain in system.
- Reported to Purchasing & Merchandising Director

Vice to Sales & Marketing Manager - Shopping Mall Thuan Kieu Apartments Plaza (Kings Harmony Hospitality) |December 1998 – February 2001

- Responsible for Sales & leasing the apartments, Offices, Shops-lops.
- Responsible for expanding the potential clients and increasing the higher benefits to our clients as well.
- Responsible for contract extension & regional market such as Hongkong, Taiwan, China, Malaysia etc...
- Responsible for making the marketing plan and deploy and executive for full achievement of Goals Targets, KPIs such as branding, PR, POSMs, market approaching, clients' awareness...
- Reported to Director of Sales & Marketing.

Sales Representative - Construction Products for SMEs | Flash Light Arrow Ltd. June 1996 – June 1998

- Responsible for sales target and potential clients.
- Responsible for coordinating with marketing team.
- Reported to Chief of Representative Office in Vietnam.

Acrobatics Trainer and Interpreter | Malaysian Red-Crescent Society & UNHCR | 1990-1994



- Training & support for poor people & other social problems.
- Interpretation and Translation
- Report to Chief of Malaysian Red-Crescent and Sport-line Manager



ACTIVITIES & SOCIETIES

- Counselor and Trainer of Social Welfares for homeless and stateless people as A Volunteer to UNHCR and Malaysian Red-Crescent of Society since 1990.
- US & Vietnamese Entrepreneurs exchanging.

INTERESTS

CAREER

Entry

Mid

High

Member

Strategist

INVESTOR

P&L

ROI

Private
Equity

IPO

M&A
and Exit

COMMUNITY

Facebook

LinkedIn

Twitter

Instagram

Zalo

FAMILY

Economy
sharing

Happiness

Education

Cooking
&
Cleaning

Safety

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London Teacher Training College

Diploma in TESOL
2013 – 2014

Grade: A-

Lead man Vocational School for Enterprises & Oxford UK

Real estate's management, Broker, Valuation & Chief of Executive Officer
2011 – 2011

AITMA Houston, TX US

MINIMBA, Business Administration and Management, General
2005 – 2005

Grade: A

Apollo, Nord Anglia, ILA, Bourne Griffiths, Magill, & First Alliances HR

Business Administration and Management
2001 – 2004

HCM University, Vietnam

Bachelor of Arts (BA), English Language and American Literature and Semantics
1998 – 2003

Grade: Good

Activities and Societies: Debate for business planning and support for training English FOC.

Le Thi Hong Gam Vocational School

Interpreter for business in English & Microsoft Office
1997 – 1998

Malaysian Red-Crescent Society and UNHCR | Social affairs | 1990 – 1993

Activities and Societies: Counsellor and Trainer of social welfares.



TESTIMONIAL 1:

Name: Helen Tran (Ms.)
Position: C.E.O of US Global B2B, LLC. U.S.A
Phone in U.S: +1 (425) 610-8819
hangtran@usglobalb2b.com



TESTIMONIAL 2:

Name: Dr. John Behzah
Cellphone: + 84 - 909 966 8104
Position: Professor of California State University, U.S.A
john.professor@yahoo.com

I hereby, Huynh Ngoc Truong express my expectation of career path to be contributing the values for the investor.
"Professional & Whole-Hearted"