Đỗ THANH THẢO MY

CATEGORY & MERCHANDISING LEAD - RETAIL & BEAUTY

Dynamic category and merchandising professional with over 8 years of experience in assortment strategy, supplier management, promotion planning, and retail performance management. Proven expertise in building and optimizing product portfolios, leading cross-functional teams, and developing supplier partnerships to drive sales and profitability. Skilled in inventory management, trade activation, and procurement coordination across both online and offline retail channels. Fluent in English, proficient in ERP systems, and advanced Excel analytics.



Work experience

Nov 2022 - Present

SOCIAL BELLA RETAIL VIETNAM CO., LTD

Commerce Lead

- Built and executed assortment strategies for the personal care and beauty category, ensuring balance between core SKUs and seasonal launches.
- Managed supplier and brand partner relationships: negotiation of terms, pricing, and promotional budgets.
- Designed and implemented promotion plans with Marketing & Sales teams, ensuring alignment with quarterly campaigns and retailer activation guidelines.
- Oversaw stock allocation across multi-channel retail (warehouse, Shopee, offline stores), managing near-expiry items and replenishment planning.
- Led weekly/monthly reporting on category performance, providing insights and corrective action plans to management.
- Trained and supervised team members on category operations, reporting accuracy, and supplier communication.

May 2022 - Oct 2022

DIGIPRO LTD.CO

Supply Chain Manager

- Managed end-to-end procurement and logistics for tech-related products across multiple global markets (Asia, EU, US).
- Benchmarked and negotiated freight & vendor rates to ensure cost efficiency and service reliability.
- Ensured compliance with procurement KPIs and company regulations.
- Supported internal teams in demand forecasting and cost tracking.
- Utilized ERP tools to monitor purchase cycles and vendor SLAs.

Jun 2016 - May 2022

Mobile World - Thế Giới Di Động

Category Management

 Independently developed OEM brand "Kanen" for the headphone category with sourcing from China and a full commercialization strategy.

- Led all phases from supplier selection, contract negotiation, packaging
 product development to market launch.
- Grew category profit by +120% in 2020, turning "Kanen" into a key private-label brand still expanding today at MWG.
- Drove cross-border sourcing and managed QC collaboration with Chinese suppliers.
- Led product & packaging design, technical specs, and category pricing model optimization.
- Collaborated with Brand, Sales, and Logistics to implement GTM plans and deliver positive P&L results.

Education

Hoa Sen University

Networking Program

2010 - 2012

Relevant Coursework: IT

Fundamentals, Data Management, System Operations, Technical Communication

Da Lat University

Faculty of Law

2012 - 2016

Relevant Coursework: Contract

Law, Commercial Law,

Negotiation & Dispute Resolution,

Business Ethics

Skills

Strategic Category Development & Portfolio Growth Planning

Contract Negotiation & Risk Mitigation

Supplier Relationship Management

Cross-functional Stakeholder Collaboration

Compliance & Ethical Sourcing Practices

Team Leadership & Performance Coaching

Assortment Planning & Share of Shelf Optimization

Visual Merchandising & In-store Activation

Technical Skill & Languages

ERP Systems: SAP (basic), Oracle (familiar), Internal tools

Procurement Tools: Excel (advanced), PowerPoint, BI Dashboards

English: Business-level proficiency

Vietnamese: Native

Honors & Recognittion

- Pursuing knowledge in Category Visioning, Assortment Strategy & Omnichannel Execution
- Open to formal certifications to support career in Brand/Category Development

Aditional Information

- Willing to relocate or travel regionally (Vietnam, SEA)
- Open to Brand Marketing, Trade or Category Development roles in Beauty/Personal Care, Consumer Goods, and Retail
- Experienced in vendor evaluation supplier

Honors & Awards

2022

Longstanding Employee Award in 2022 (MWG)

2020

Gross Profit Increased by 120% in 2020 (MWG)

negotiations, and cross-border sourcing

- Strong interest in retail merchandising & department store category leadership
- Available to work directly with international suppliers and cross-functional teams

2012

Volunteered with BCB
Organization: support for
homeless, elderly, and children
with disabilities

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