ĐỖ THANH THẢO MY

Procurement & Commerce Leader - Cross-Functional Expertise In OEM, Retail Growth & Category Development

Procurement and brand commerce professional with 8+ years of experience in sourcing, OEM brand development, supplier management, and commercial strategy across retail and consumer electronics. Proven track record in launching private-label products, driving category profit growth, and cross-functional project execution. Adept in both upstream sourcing (global/OEM) and downstream channel activation (retail & digital). Strong business acumen, fluent in English, and passionate about innovation and brand development. Now seeking to bring expertise into the role of Category Development Manager – Consumer Products Division.



Work experience



Nov 2022 - Present

SOCIAL BELLA RETAIL VIETNAM CO., LTD

Commerce Lead

- Led commerce strategy for Personal Care & Beauty categories across omnichannel distribution (online, offline & TikTok Shop).
- Collaborated with Brand and Marketing teams to design promotion strategy, content planning, and cross-functional growth initiatives.
- Built business cases for product launches, adjusted pricing/packaging based on campaign results, and consumer insights.
- Managed annual negotiation with 30+ suppliers, delivering improved commercial terms and driving profitability.
- Supervised category team; responsible for trade campaign planning, performance tracking, and SKU lifecycle management.
- Supported category development plans in Skin/Hair/Makeup, including channel GTM strategy, share-of-shelf alignment, and distribution mapping.
- Applied strong retail and consumer knowledge despite a non-FMCG background to develop Beauty Category across O+O channels.



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

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, Cambodia, SEA)
- Open to Brand Marketing, Trade or Category Development roles in Beauty/Personal Care, Consumer Goods, and Retail

Honors & Awards

2022

Longstanding Employee Award in 2022 (MWG)

2020

Gross Profit Increased by 120% in 2020 (MWG)

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

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