

Duong Dinh Vu

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Address: Ho Chi Minh City

Date of birth: 21/08/1998

PROFILE

With 6 years of diverse experience in category management, supply chain, and key account management across international platforms, I bring a strong commercial mindset and cross-functional leadership to drive retail growth and operational excellence. I can offer:

- Proven ability to manage end-to-end category performance from product sourcing to sales execution.
 - Strong analytical and negotiation skills with experience working in multinational environments.
 - Result-oriented leadership, capable of building partnerships, optimizing assortment, and enhancing profitability.
 - Excellent adaptability and collaboration across supply chain, merchandising, and commercial teams.
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CAREER HISTORY

Yes4All LLC – Key Account Manager (Amazon's Vendor)

 08/2023 – Present

Category & Business Management:

- Led category performance and growth across 11 global Amazon marketplaces (Direct Import & Domestic).
- Managed full commercial cycle — product selection, pricing, promotion planning, sales forecasting, and performance tracking.
- Negotiated trading terms and developed Joint Business Plans with Amazon Vendor Managers to achieve category sales and margin targets.
- Collaborated with supply chain and logistics teams for inventory control, order management, and margin optimization.
- Drove process improvements to enhance forecast accuracy, lead time reliability, and vendor scorecard results.

Key Achievements:

- Delivered **USD 55M direct import revenue (+42% YoY)** in 2024.
- Expanded business coverage from **4 to 11 marketplaces** in one year.
- Resolved long-standing profitability issues with Amazon, restoring sustainable growth.

TTI Vietnam – Senior Project Planner / Production Control Planner

 08/2021 – 08/2023

Project & Product Management:

- Supported the launch of 200+ new SKUs annually, aligning sales, marketing, production, and quality to meet launch timelines.

- Led cross-functional coordination meetings with engineering, warehouse, and production teams to ensure smooth execution.
- Oversaw production planning, capacity management, and material alignment to match business demand.
- Improved project visibility and operational efficiency through process optimization initiatives.

Key Achievements:

- Reduced project lead time and enhanced on-time delivery rate for key categories.
- Successfully managed complex product rollout cycles under tight deadlines.

JABIL Vietnam – Supply Chain Management Executive

 09/2019 – 07/2021

- Managed demand & supply planning, aligning customer forecasts with production capacity.
- Coordinated material flow and supplier schedules to ensure timely manufacturing readiness.
- Oversaw inventory health for raw materials and finished goods, implementing initiatives to minimize slow-moving stock.
- Handled relationships with 50+ local and international suppliers, ensuring smooth procurement and delivery.

Key Achievements:

- Improved production readiness and reduced material aging rate.
- Built a strong foundation in supply chain operations and vendor management applicable to retail category planning.

EDUCATION

Foreign Trade University

Bachelor of International Business Economics

Massachusetts Institute of Technology (MITx) – EdX Platform

Certificate: *Supply Chain Management (Completed 5/5 Modules)*

CORE SKILLS

- Product Assortment & Pricing Optimization
- Supplier & Vendor Negotiation
- Demand & Inventory Planning
- Financial & Sales Performance Analysis
- Cross-functional Collaboration
- Team Leadership & Communication

REFERENCE

Pham Hanh Dung - Former Category Director at Tiki Trading and HSVG

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