



HOANG TRUONG NGUYEN (IVAN)

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HEAD OF BUSINESS DEVELOPMENT

PROFESSIONAL SUMMARY

Dynamic and results-driven Retail Operation Manager with 10+ years of experience managing and leading retail operations, including duty-free stores at Tan Son Nhat International Airport and Apple Authorized Reseller Stores in Ho Chi Minh City and Cambodia, also 05 years of experiences managing and developing in mother and baby industry. Proven ability to drive sales, optimize store operations, and lead high-performing teams to achieve business objectives.

Experience:

CHOCOLATE MR.BEAST FEASTABLE| Mamabox Corporation VN (Jan 2025 – Jun 2025)

Head of Bussiness Development

Achievement:

- Coordinated with Feastables Singapore HQ to manage end-to-end import operations, including order placement, customs clearance, product registration, and warehouse management.
- Built and led a 5-member sales team, including dedicated e-commerce managers for Shopee, Lazada, and TikTok Shop, driving +65% e-commerce sales growth in the first 03 months.
- Negotiated and closed strategic partnerships with key accounts and distributors, expanding market penetration across offline and online channels.
- Secured nationwide distribution in 100% of Tier-1 retail chains (Central Retail, Farmer Market, K-Market, Finelife, build Pop-Up Kiost at shopping mall (Thiso Mall, Aeon Tân Phú, Van Hanh Mall, Lotte Lieu Giai,), major CVS chains (7-Eleven, Circle K, ect..), and leading bookstore chain FAHASA and some of confectionaries.

Responsibility:

- Led the overall business development strategy for MrBeast Feastables chocolate products in the Vietnam market, focusing on market penetration, revenue growth, and brand positioning.
- Conducted in-depth market research and competitive analysis to identify business opportunities, emerging trends, and potential distribution channels.
- Developed and implemented sales policies & commercial programs for retail chains, CVS, and distributors, ensuring competitive pricing and consistent execution.
- Developed and executed annual sales plans, marketing strategies, and promotional campaigns in collaboration with cross-functional teams (Marketing, Trade Marketing, and Supply Chain).
- Established and maintained strategic partnerships with key retailers, distributors, and e-commerce platforms to expand market reach and optimize product availability.
- Negotiated commercial terms, pricing strategies, and promotional agreements to maximize profitability while maintaining brand integrity.
- Designed and executed go-to-market strategies for product launches, seasonal promotions, and influencer collaborations, boosting brand awareness and sell-through rate.
- Monitored and analyzed sales performance, preparing regular reports and actionable insights for senior management.
- Led a high-performing sales and business development team, providing coaching, training, and performance evaluations to achieve sales targets.
- Coordinated product launches, in-store activations, and influencer collaborations to increase brand awareness and consumer engagement.
- Ensured alignment between global brand guidelines and local market execution to strengthen brand equity.
- Other tasks by CEO

DIGIBOX| Mapple Mitra Adiperkasa (Feb 2022 – Dec 2024)

Retail Store Manager – Apple Premium Reseller

Achievement:

- Successfully launched and managed the first Apple Authorized Reseller store at Estella Place, achieving 48 billion VND revenue in the first six months.
- Expanded retail operations by opening and managing stores at Aeon Mall Binh Tan, Aeon Mall Tan Phu, and ChipMong MegaMall in Phnom Penh, Cambodia, sustaining \$180,000 USD/month revenue.
- Successfully training strong sale staff and promoted them to store supervisor.

Responsibility:

- Managed overall store operations to ensure smoothly SOP and policies.
- Develop business plan & marketing plan strategies with Operation Head / Product Head to increase sale revenue and meet target.
- Ensure all associates provide the highest level of customer services and customer experiences.
- Developed marketing campaigns to attract B2B and B2C customers, increasing customer loyalty.
- Optimized stock forecasting, store layout, and merchandising according to Apple's guidelines.
- Delivery strong leadership role to manage store the team with good motivation to achieve the individual targets, training and supervising good candidates for promoting to the next level.
- Reduce and save cost to ensure maximize P&L, tracking all related cost such as: staff overtime, stationary, etc ... to ensure on store's standard budget.
- Administration and reporting task.

DANH CHO BE YEU Ltd. (4babies)| Southern Vietnam (Jan 2018 - Jan 2022)

Business Development Manager

Achievement:

- Expanded 4Babies' distribution network across 25+ provinces in Southern Vietnam, contributing to over 70% of total national sales.
- Achieved consistent monthly revenue growth, maintaining sales performance between VND 500 million – 3 billion per distributor.
- Successfully onboarded and maintained listings at top-tier retail chains including Con Cưng, Bibomart, KidsPlaza, and Shoptretho, driving a 40% increase in product visibility within 12 months.
- Streamlined coordination with Chinese manufacturers, reducing lead time for production and delivery by 20%.
- Built a high-performing sales team from the ground up, with clear KPIs and sales tracking systems that improved sales team productivity by 35%.
- Played a key role in executing strategic project orders for major partners such as Unicharm, Unilever, and VinaCapital Foundation, enhancing 4Babies' reputation in B2B channels.
- Developed and launched tailored sales programs for both MT and GT channels, increasing customer retention and boosting repeat orders by over 30%.

Responsibility:

- Led the development of the mother & baby market in Southern Vietnam (from Da Nang to Ca Mau), with a focus on toys, baby care products, diapers, and infant formula.
- Built and expanded multi-channel distribution including Modern Trade (supermarkets, mother & baby retail chains) and General Trade (local shops and traditional retail).
- Recruited, trained, and managed a sales team of 6 sales representatives, 1 warehouse staff, and 2 delivery personnel to support business operations and market coverage.
- Worked directly with factories in China to plan production schedules and manage procurement, ensuring product availability and timely delivery.
- Designed and implemented sales policies tailored for both MT and GT channels, enhancing channel efficiency and partner engagement.
- Organized seminars, workshops, and new product launch events targeting key distributors and retail partners to drive brand visibility and product understanding.
- Collaborated closely with the Northern sales team to align nationwide sales strategy and coordinate cross-regional execution.
- Others task from BOD.

Song Viet Corporation | Tan Son Nhat International Airport (Aug 2014 - Dec 2021)

Retail Operation Manager

Achievement:

- Maintained the sale team's position as top revenue and profit contributor with 120% revenue and 100% profit while reducing stock age to under 45 days.
- Improved team cohesion and increased cross-departmental influence.
- Forged strong partnerships with brands, suppliers, and partners.
- Maintained high safety, security, and hygiene standards in all retail operations.
- Increased store count from 12 to 22 stores between 2015 and 2018.

Responsibility:

1. Store Operations & Sales Performance:

- Ensure smooth daily operations of duty-free retail stores.
- Monitor sales performance and implement strategies to maximize revenue.
- Set and achieve sales targets while ensuring high customer satisfaction.

2. Customer Service & Experience:

- Maintain high customer service standards and customer experiences.
- Train staff on product knowledge and customer engagement.
- Handle VIP customers and resolve any customer complaints.

3. Inventory & Stock Management:

- Ensure accurate inventory management and stock replenishment.
- Work with suppliers and warehouse teams to maintain product availability.
- Minimize stock loss through effective security and shrinkage control.

4. Staff Management & Training:

- Supervise and lead retail staff, including scheduling and performance reviews.
- Conduct training programs for sales techniques and product knowledge.
- Ensure adherence to company policies and duty-free regulations.
- Interviewing, training, and developing staff ensuring all positions are filled in a timely manner with qualified personnel.
- Evaluating the KPI and provide feedback to ensure results.

5. Compliance & Regulations:

- Ensure compliance with airport security and customs regulations.
- Maintain proper documentation for duty-free sales and tax-free transactions.
- Work with authorities for smooth operations within the airport's restricted area.

6. Marketing & Promotions:

- Coordinate with marketing teams for promotions and campaigns.
- Analyze customer buying behavior to optimize product displays and pricing.
- Implement loyalty programs or seasonal discounts to attract travelers.

7. Financial & Budget Management:

- Monitor store profitability and control operational costs.
- Prepare financial reports and analyze key performance indicators (KPIs).
- Suggest improvements for cost efficiency and revenue growth.

8. Buyer and Merchandiser, Store Visual Merchandise:

- Working closely with Products team for research and choosing local Vietnamese brands with potential & good quality products, negotiate and close the contract term;
- Taking care of the general look of store in term of cleanliness, tidiness and efficiency.
- Ensure the best visual merchandise display in line with communication and promotion strategy.

88 Supermarket, Vancouver, Canada (2008 - 2010)

Supermarket Supervisor

Achievement:

- Increased store sales through effective promotions and merchandising strategies.
- Improved inventory management, reducing stock shortages and excess inventory.
- Enhanced customer service standards, leading to higher customer satisfaction ratings.
- Reduced operational costs through better waste management and supplier negotiations.
- Successfully passed internal and external audits with excellent compliance scores.

Responsibility:

- Managed store floor operations, inventory tracking, and vendor relations.
- Supervised and trained cashiers and floor staff to maintain operational efficiency.
- Handled customer complaints and ensured high service standards.

Education:

Healthcare Provider / Nursing Home Support

Sprott Shaw Community College, Vancouver, British Columbia, Canada **(2008 – 2013)**

Others activities:

BLOCK WATCH TEAM MEMBER 2010 - 2013

Vancouver Police Department, Vancouver, British Columbia, Canada

Others skill:

Retail Operations & Sales Management
Strategic Planning & Execution
Customer Experience Optimization
Market Expansion & Vendor Relations
Data-Driven Sales Analysis