



Personal information

20 / 05 / 1991

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Profile

Experienced FMCG professional with 10+ years in modern trade, spanning **Category Management, Merchandising, and Retail Analytics**. Recognized for driving new retail models from concept to rollout and for delivering sustainable value through multi-tasking ability, workflow optimization, and data-driven decision making.

Core Competencies

- ✓ **Category Strategy & Assortment Planning** – portfolio management, pricing and promotion.
- ✓ **Layout & Space Optimization** – store layout & planogram design to maximize sales efficiency.
- ✓ **Multi-tasking & Data-driven Optimization** – manage multiple priorities, automate workflows, and leverage large-scale retail data to deliver actionable insights.
- ✓ **Cross-functional Collaboration** – align with Merchandise, Supply Chain, Operations for seamless execution.

Experience

11/2019 – Present **Merchandise Manager**

**CENTRAL
RETAIL**

go!, Central Retail Vietnam

Played a key role in designing and executing go! – a rural retail model scaled from concept to 16 stores across provinces, working closely with the CEO and cross-functional leaders.

- Led FMCG category strategy: defined category roles (Destination/Traffic/Growth/Service), developed assortment and space allocation.
- Drove pricing strategy: established pricing policies (EDLP, KVI, KVC), and set competitive price index benchmarking.
- Managed space strategy: designed and implemented master layouts and planograms by store, tailored to rural shopper behavior and category dynamics; evaluated store performance to identify low-performing categories and optimized space allocation to improve productivity and shopper experience.
- Led commercial analysis & reporting: evaluated performance of key initiatives (Spot Sales, Beauty Fair, BMSM, PWP, EDLP, Private Label ...) and developed BI reports covering sales trends, promotion contribution, margin impact, Tet seasonal planning, loss & breakage, and obsolete stock to support data-driven decision making.

06/2019 – 11/2019 **Retailer Consultant**



Retail Measurement Services, Nielsen Vietnam

Managed 5 key accounts: SaigonCo.op, Bách Hóa Xanh, CircleK, Pharmacy, Medicare.

- Delivered tailored Nielsen services and solutions to major retailers through collaborative data sharing and ad-hoc project contracts.
- Conducted in-depth business reviews and category analyses, leveraging retail market data and insights from Nielsen reports: Shopper trend, e-commerce, market pulse...
- Identified and addressed retailer strategies, focus areas, and concerns, coordinating with solution teams to develop effective proposals.

07/2017 – 6/2019 **FMCG Category Manager**



Product Department, Auchan Retail Vietnam

Managed FMCG layout, POGs, Assortment to enhance customer experience, drive sales, and reduce costs, in line with Auchan Retail's mission.

- Defined category roles and developed long-term strategies for 3 business formats.
- Conducted monthly category reviews (market, competitors, and Auchan) to optimize assortment, layout and POGs.
- Collaborated with big suppliers like P&G and Unilever for category captaincy and enhanced customer offers.

10/2013 – 7/2017 **Category Management Specialist**



Concept Management Department, Saigon Co.op

Managed merchandising and marketing concepts for HOME LINE and FMCG

- Developed layout, POGs and assortment by store.
- Collaborated with buyer to optimize assortment.
- Supported new and renovated store openings with effective product displays.

Education & Certifications

2018 - 2019 **Shopper Centric/ Efficient Assortment / Impactful Space Management**
Nielsen

10/2017 **The Basic of Offer Building**
Auchan Retail International – Universite' Offre Achat

07/2009 – 07/2013 **Business Management**
Danang University of Economic

Language: Vietnamese and English; **Software proficiency**



Thank you for your consideration!