



Contact

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Address

Binh Thanh Dist, HCMC

Education & Certificate

2018 – 2022

Bachelor of Business Administration – Supply Chain Management

Van Lang University

2023

Supply Chain Executive Certificate

Vietnam Logistics and Aviation School

2025

MOS Excel 2019

Microsoft

Expertise

- Sales Skill
- Negotiation
- Analytical skills
- Excel
- Google Data Studio
- Problem Solving

Language

English

Vietnamese

Hoang Dinh Luan

Merchandising Executive

An F&B Commercial Professional with 3 years of experience in the Beverage and Ingredient sector, possessing analytical market thinking and deep supply chain knowledge. I have direct practical experience in product display and visibility through market visits with Sale Supervisors, coupled with the strategic accumulation gained from progressing in Management Trainee programs (Pepsi, Unilever). With a strong passion for product development and a commitment to contributing to success at the point of sale, I am eager to transition my career into Merchandising and am ready to quickly step into the Merchandising Executive role

Experience

2025

Rich Products Corporation

Sales Representative

- Responsible for market development and sales in industrial customer channels across the South of Vietnam, from Ninh Thuan province to Ca Mau province
- Maintain strong relationships between distributors and customers, contributing to the enhancement of the brand's reputation in the market
- Coordinate with distributors to support customers, gather feedback, and effectively represent the brand in addressing issues related to products and services
- Collaborate with the purchasing and logistics teams to forecast demand, manage stock levels, and ensure timely product availability for key accounts
- Negotiate with suppliers on pricing, quality, and delivery terms to optimize cost efficiency while maintaining product standards
- Analyze market trends and customer consumption data to support purchasing decisions and improve supply planning accuracy

2023 – 2025

Onefood Viet Nam JSC

Sales Executive

- Responsible for sales in the Central Highlands and the Southeast region (including Binh Duong, Dong Nai, Tay Ninh, Binh Phuoc) and the western area of Ho Chi Minh City
- Analyze, evaluate, and develop regional annual market development plans
- Maintain relationships with distributor partners, coffee chains, and clients in the HORECA channel in the area
- Work closely with supply chain and procurement teams to align order schedules, manage lead times, and ensure smooth inventory flow
- Participate in supplier evaluations and sourcing activities to identify cost-effective and reliable partners for the HORECA channel

2021 – 2022

Rever Technology Real Estate Co, Ltd

Customer Experience Intern

- Collaborate with the Product Manager to develop a survey scenario to measure the eNPS (Employee Net Promoter Score) index for retired sales staff
- Synthesize and categorize the collected survey results, highlighting key feedback from retired sales staff, and report findings to the Customer Excellence Manager and Product Manager
- Work with the Product Manager to establish customer survey scenarios for measuring the NPS (Net Promoter Score) index
- Classify customers based on their stage in the buying or renting process to select the most appropriate interview scenario
- Conduct surveys using software tools and over the phone, based on the established scenario
- Tools used include Delighted, Rever's call recording software, and the MyRever customer management system

Reference

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Vietnam JSC

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Product Corporation

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