



# THI XUAN NGUYEN



Senior Category Manager| Assistant Manager

## PROFILE

With over 9 years of dedicated experience in the retail industry, comprising 5 years as an assistant manager supporting the national sales director and 4 years as a category manager who was responsible for various categories such as home care, beauty care, kitchenware, confectionery, beverage, and dairy in Bach Hoa Xanh. I have finished my further education in France for a master's in Big Data Analytics for Business and returned to Vietnam to continuously contribute to the retail industry. I am motivated to find a challenging position where I can capitalize on my expertise, strong business acumen, and analytical skills, and be a part of sustainable organizational growth.

## EXPERIENCE

### Category Manager (Buyer)

Bach Hoa Xanh, Purchasing Department - 11.2019 / 11.2023

- \* Led category management across assortment, pricing, promotions, stock optimization, and display to maximize sales and profitability.
- \* Owned full P&L accountability for categories, managing revenue, rotation days, and growth targets in alignment with overall business objectives.
- \* Negotiated trading terms, promotional agreements, and product-related issues with suppliers to secure competitive advantages.
- \* Keep up-to-date with market trends and analyze the target customer behaviors to generate actionable insights to enhance performance.
- \* Collaborated with cross-functional teams to develop new products, design and execute targeted marketing campaigns and promotions.
- \* Sourced, evaluated, and maintained product quality standards, ensuring customer satisfaction and aligning with target customers.

#### KEY ACHIEVEMENTS:

- + Increased category growth from 10% to 30%.
- + Managed 1,500+ SKUs across online & offline channels, boosting online revenue by 200%.
- + Built and maintained relationships with 100+ suppliers, improving portfolio and securing favorable terms.

### Assistant Manager

The Gioi Di Dong, Sales Department - 08.2014 / 11.2019

- \* Assisted the National Sales Director in implementing and keeping track of tasks for the RSM team to ensure progress and achieve assigned targets
- \* Compiled and delivered regular performance reports and customer behavior analysis to generate actionable insights for strategic decision-making.
- \* Forecasted monthly store openings and coordinated cross-departmental resource allocation.
- \* Involved in expansion projects to increase the company's market share and penetration.

#### KEY ACHIEVEMENTS:

- + Helped deliver annual growth of over 30%, securing No.1 retailer position in Vietnam.
- + Awarded company stocks for outstanding contribution

## EDUCATION

### Master's in Big Data Analytics for Business

IESEG School of Management, France - Since 07.2024

GPA: 3.75/4

Main courses: Forecasting, Predictive Analysis, Big Data Tools, NLP, Deep Learning, Statistical ML, Visualization Tools, Recommendation Tools.

### Bachelor of Business Administration

Hanoi Open University, Vietnam - September 2009 / June 2013

GPA: 8.17/10

Main courses: Business Management, Marketing, Business Analytics, Investment Management, Production Management, Microeconomics, Macroeconomics.

## CONTACT

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- Hochiminh, Vietnam
- 18.06.1991
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## SKILLS

### Category Management

Assortment management  
Pricing strategy  
Customer behavior analysis  
Planogram execution  
Stock level management  
Forecasting  
Product replacement

### Negotiation

Trading terms, promotion schemes, and merchandise-related issues

### Sourcing

Experienced in sourcing from domestic and international suppliers, with expertise in exclusive and OEM

### Analytical Skills

Advanced Excel, SQL, Python, Power BI, Tableau...

### Soft Skills

Problem-solving, teamwork, communication, time management, and critical thinking

## LANGUAGES

### English

Professional Proficiency

### French

Beginner

## REFERENCES

### Mr. Ho Viet Dong – Former Purchasing Director – The Gioi Di Dong

Phone number: 0908012234

### Mr. Bui Manh Duc – HR Manager – The Gioi Di Dong

Phone number: 0932147414