



THAI THI MY LINH

MERCHANDISING / CATEGORY MANAGEMENT / FMCG – RETAIL & ECOMMERCE

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CAREER SUMMARY

Experienced merchandising and retail leader with over 12 years of success managing category strategy and operations across FMCG and non-food segments. Strong track record in supplier negotiation, pricing strategy, sales performance management, and team leadership.

Hands-on, result-oriented, and business-savvy, with a strong foundation in revenue optimization, retail operations, and omnichannel execution – built through key roles at Vinamilk, Con Cung, TikTok Shop, and major eCommerce enablers.

CORE COMPETENCIES

- Category Strategy & Assortment Planning
- Pricing Strategy & Promotion Management
- P&L Management & Sales Forecasting
- Fresh/FMCG/Non-Food Merchandising
- Supplier Negotiation & Trade Terms
- Team Leadership & Performance Coaching
- Budget Planning & Trade Compliance
- Retail Operations & Execution Excellence

PROFESSIONAL EXPERIENCE

VINAMILK – Commercial Manager, Retail Channel | Nutrition

Oct 2023 – Dec 2024

- Led trade planning and Perfect Store initiatives across 610 stores, including 20 new concept stores in 2024, improving in-store execution and brand presence.
- Controlled ROI of promotion campaigns, ensuring alignment with revenue and profit goals. Supported successful launches and rebranding of key products in retail channel, including GreenFarm and Plant-based milk lines.
- Collaborated across teams to design and launch Vinamilk Rewards, improving customer engagement, NPS, and lifetime value.
- Oversaw POSM planning and in-store execution to ensure merchandising visibility and brand consistency.
- Developed channel-specific trade plans aligned with consumer insights and store segmentation.
- Collaborated with field sales teams to drive in-store implementation and compliance.
- Supported innovation launches with integrated trade support and visibility execution.

Achievements:

- *Achieved annual sell-in/sell-out targets, outperforming other channels (GT, MT)*
- *Led Vinamilk Rewards for retail channel*
- *Successfully led the rollout of 20 new stores and managed the year's biggest campaign "Mua Vinamilk – Chill cùng VF3", resulting in a 20% increase in sales*

TIKTOK SHOP – Category Manager | Mom & Baby, Beauty, Healthcare

Aug 2022 – Sep 2023

- Onboarded and optimized 300+ sellers (KA & SMB), driving annual GMV to ~\$50M.
- Drove livestream and content strategy to boost seller engagement and GMV.
- Implemented shipping-free and ad initiatives to improve P&L performance.
- Briefed agencies for category campaigns and tracked performance KPIs across programs.
- Collaborated with internal audit to implement fraud control measures and ensure promotional compliance.
- Identified and unlocked high-potential subcategories within Mom & Baby, contributing to category expansion.

Achievements:

- *Ranked Top 1 Mom & Baby category seller on TikTok Shop.*
- *Unlocked subcategories in Mom & Baby, resulting in a 10% sales uplift.*
- *Successfully onboarded global KA account Johnson & Johnson, boosting TikTok Shop's early-stage brand credibility.*
- *Achieved Top 3 productivity among Account Managers in M+ annual performance ranking.*

ONPOINT – Group Brand Manager | FMCG

2021 – 2022

- Managed Beauty, Personal Care, Mom & Baby brands across major platforms.
- Built joint business plans (JBP) with KA and eCommerce platform teams to align trade objectives and growth strategy.
- Secured trade terms, managed in-platform and in-store execution for national campaigns.
- Led team of 7 KAMs, enhancing execution quality and brand visibility.

Achievements:

- *Turned around P&L for P&G by optimizing trading terms, platform support, and UX on Lazada*
- *Successfully onboarded Unidry, reach KPI after first 6 months (2B vnd/month).*

DIGITAL LIFE (Phong Vu, VNShop, Karavan) – Senior Category Manager | FMCG, Home Appliance

2019 – 2021

- Developed Home Appliance, Groceries, and Mom & Baby categories from launch to scale, on multiple platform: O2O Phong Vu, B2C VNshop, B2B Karavan.
- Managed category pricing, campaign planning, and supplier negotiations.
- Led integration between online (Lazada) & offline (retail showrooms).

Achievements:

- *Developed new categories across Home Appliances (Phong Vū), Mom & Baby (VnShop), and FMCG (Karavan) which included key brands and required sku for assortment helping to achieve overall sales KPI target.*

CONCUNG JSC – Merchandise Director | Mom & Baby Retail Chain

2009 – 2016

- Oversaw end-to-end for all categories: Milk, Diaper, Baby Care, Baby Fashion.
- Developed and launched Private Label products and led direct import initiatives from Thailand, South Korea, and China to improve gross margin and strengthen P&L.
- Scaled retail network from 1 to 75 stores. Oversaw field execution, POSM rollout, and trade visibility across 75 stores. Built ERP for pricing, promo, and supply chain.

- Led team of 9 members including category, sourcing, and quality control units.

Achievements:

- Built the **entire category assortment strategy** as the business scaled from **1 to 75 stores**, laying the commercial foundation for their further expansion until now ~ 700 stores.
- Drove ~2% profit improvement through **private label development, direct import sourcing**, and optimized **in-store merchandising** (planogram, POSM, promotions) from 2014 to 2016.

EDUCATION

MBA – CFVG (2005 – 2007)

Engineer – Post & Telecommunication Institute of Technology (1998 – 2003)

LANGUAGES

English: Fluent (Professional working proficiency)

CATEGORY EXPERTISE HIGHLIGHTS – ALIGNING WITH CIRCLE K ROLE

Bringing 12+ years of experience across retail merchandising, pricing, and category management in FMCG, Fresh, and Non-Food segments, I'm confident in my ability to deliver results in fast-paced, store-driven environments like Circle K.

- Managed full P&L, pricing, and trade terms for nationwide FMCG and Mom & Baby categories
- Controlled assortment planning and SKU tail management across 600+ stores
- Optimized margins through pricing frameworks and promotion ROI control
- Led cross-functional projects with Supply Chain, Marketing, Sales & Operations
- Supervised and developed teams of 7–9 people in high-growth settings