

Kenric Tran

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OBJECTIVES

Hard-working & passionate in new techs, with 10+ years of management experience in MNCs & Tech Startup companies from roles of Tech Lead to Regional/Country Sales & Marketing Manager; team lead & training, new market search & analysis, modeling sales & project management, drive double/triple revenue within a year. Seeking to leverage strong leadership skills, languages & expertise to increase your Assets.

() My Formula = (#1) Tech-savvy + (#2) Business-academy + (#3) Analytical-mindset + (#4) Creativity.*

*(**) My Career Objective is to become a manager with a mix of leadership + business strategy + tech-savvy*

*(***) Personal Motto – "Tomorrow is another day!"*

EDUCATIONS

Project Management Institute

Feb 2020 - May 2020

Received Project Management Professional Certification from PMI

Passed PMP - All 5 Domains Above Target

Southern Taiwan University - Tainan, Taiwan

Sep 2011 - Jun 2013

Master of Business Administration (M.B.A)

GPA: 96/100 - Graduated with Merit

National Cheng Kung University - Tainan, Taiwan

Sep 2010 - Jun 2012

Master of Engineering (M.Eng)

GPA: 89/100

CERTIFICATIONS

PMI-PMP®, CCNA, IELTS, TOCFL

EXPERIENCES

Infinity Blockchain Labs, Vietnam

Nov 2018 - Present

Business & Marketing Consultant

Infinity Blockchain Labs is a Japanese startup company belong to Infinity Blockchain Group, which visionary R&D engaged in intermediary and RegTech services employing blockchain technology.

Responsibilities

I'm belonging to the business team of 9 with the members from Japan, Taiwan, India, and Vietnam; the main focus is software (blockchain & non-blockchain) consultation services for B2B businesses. The team is operated by the OKRs (Objectives & Key Results) model with daily stand up & key results summary every Friday; each team member has to independently set their own activities & strategies to achieve the overall personal & team OKRs performance.

Achievements

Consulted & won many blockchain & non-blockchain projects through internal & external networks, with key objectives to become a star team to get use-case leads.

GINAR Solution Vietnam

Nov 2018 - Mar 2020

Project Business Analyst

GINAR is a startup company with specialized in providing Decentralized Random Number Generator. GINAR's random generation solution is enhanced with the blockchain technology to achieve security and verifiability.

Responsibilities

- Backed to Vietnam & joined a tough project by the end of 2018, my main responsibilities are to coordinate & lead a team of 6 from the project initiated until it successfully acquired. Conduct market analysis & identify the improvement opportunities, gather and elicit the business requirements for documenting and project planning. Develop, maintain, prioritize, and trace the requirements.
- Other internal responsibilities with API evaluation, UI/UX designs, website contents, develop business documentation, core business requirements. Define the SaaS model, acquired certifications, and legal qualification.

Achievements

- The project was successfully finished & acquired by the UK partner.
 - Master myself under the adaptive/agile software development processes.
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Infotrend Technology Inc., Taiwan

Nov 2017 - Oct 2018

Sales & Marketing Manager - Southeast Asia (SEA)

Infotrend Technology is the biggest Taiwanese and one of the top 10 global companies specializing in enterprise data SAN, Unified storage, cloud & AI storage appliance solutions.

Responsibilities

- Joined the business team at the end of 2017 with the goal of master myself in business development practice in one of the biggest multinational companies in Taiwan. I had the chance to be friends & learned from many senior managers. My initial responsibility was to re-build the Business Structure & Operation in SEA & switched revenue to a positive growth rate.
- My KPIs relied on annual sales targets by suitable business strategies; developed marketing plans, motivated & monitored related team-members to reach the goals; built pricing strategies; project pipeline & CRM management. Implement national sales programs, leverage company resources to assist partners' business growth.

Achievements

- Drive revenue increase 300% from Vietnam, 180% from Thailand & 150% from Indonesia within a year
 - Successful build new business operation model & restructure channel partners in SEA.
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Volktek Corporation, Taiwan

Jan 2015 - Oct 2017

Sr. Key Account Manager - US & Africa

Volktek Corporation is a multinational Taiwanese company experience & leading in fields of IT/IoT networking products.

Responsibilities

- Switched to a new role as Key Account Manager in early 2015, I was in charge of both Global Tech Leader & Business Development for the US & Africa. The main business responsibilities were to build business strategies, work with the marketing team to create plans for trade-show, local business events such as roadshow & seminar. Analyzed competitor market & market requirements, work closely with PM manager for product requirements & customization design.
- Managed big channels from the US & Africa - such as Legrand & Trendnet (US); 21st Century (Nigeria).

Achievements

- Drive 150% revenue increased YoY from the US market, and become the first who successfully bring the big business from Nigeria.
 - Top employee by best performance in Y2016 for business operation & contributions.
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Volktek Corporation, Taiwan

Oct 2013 - Dec 2014

Global Tech Support Leader & Product Marketing

Responsibilities

- Joined one of the leading IT/IoT networking companies in Taiwan in 2013 after graduation, I was in charge of

lead an international team to satisfy the corporation's global technical support in a variety of time zone gaps. With skills & leadership capabilities, I was easily in dealing with the top engineers, CTO, handle tough, big clients, and complex situations independently.

- Create products Sales kits, Datasheets, QIG, User Guide & related technical documentation. Take the role of Product Marketing with capability in using Adobe tools.

Achievements

- Built-up professional in leadership and team management which recognize by team members & managers
- Became a key person, achieved outstanding performance reward from CEO.

Moana Technology llc, Vietnam

Jan 2008 - Jul 2010

Regional Sales Manager - Mekong Delta

Moana Technologies, a marine biotechnology company from Hawaii, United States. Current operations are located in Vietnam, Thailand, Bangladesh, India, and the Philippines

Responsibilities

Joined this US company right after graduating from university, my main responsibility was to explore & develop new customers/distributors from the South of Vietnam (Mekong Delta), plus provide onsite training & technical services.

TOP SKILLS

Language Ability	Vietnamese, Fluent in English & Proficient in Chinese
Startup Mindset	Easily adapt & first line in solving tough problems
Teamwork & Leadership	Build, train, motivate & evaluate team to reach the goals
Business Strategy	Actively search, identify, recruit new potential customers, partners

HONORS & AWARDS

Top Business Operation - Infortrend Technology Inc.	Jul 2018
Top Sales - Volktek Corporation	Jan 2017
MBA Scholarship - Southern Taiwan University	Sep 2011
Master of Engineering Scholarship - National Cheng Kung University	Jul 2010
Odon Vallet Scholarship - Vallet Foundation - France	Oct 2007

INTERESTS

- Football, Swimming, Badminton, Western Chess
- Daily Reading & Self-Learning
- Musics & Travelling

REFERENCES

Mr. Wilson Sung

Sr. Director of APAC Sales & Marketing Division at
Infortrend Technology Inc, Taiwan
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Mr. Harry Pham

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