

# Kenric Tran

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## OBJECTIVES

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*Hardworking & passionate in emerging 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!"*

## EXPERIENCES

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### **Infinity Blockchain Labs, Vietnam**

Nov 2018 - Present

*Business & Marketing Consultant Manager*

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**

Our B2B business run as a virtual team with 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 our own activities & strategies to achieve the overall OKRs performance from zero.

#### **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

*Business Analyst & Product Owner*

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 backlogs.

- 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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## **Infortrend Technology Inc., Taiwan**

Nov 2017 - Oct 2018

*Sales & Marketing Manager - Southeast Asia (SEA)*

Infortrend 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.
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## **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**

My main responsibility was to explore & develop new customers/distributors from the South of Vietnam (Mekong Delta), plus provide onsite training & technical services.

## EDUCATIONS

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### Project Management Institute

Feb 2020 - May 2020

*Received Project Management Professional Certification from PMI*

Passed PMP - All 5 Domains Above Target

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### Southern Taiwan University - Tainan, Taiwan

Sep 2011 - Jun 2013

*Master of Business Administration (M.B.A)*

GPA: 96/100 - Graduated with Merit

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### National Cheng Kung University - Tainan, Taiwan

Sep 2010 - Jun 2012

*Master of Engineering (M.Eng)*

GPA: 89/100

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## CERTIFICATIONS

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PMI-PMP®, CCNA, IELTS, TOCFL

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## TOP SKILLS

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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

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## HONORS & AWARDS

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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

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## INTERESTS

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- Football, Swimming, Badminton, Western Chess
  - Daily Reading & Self-Learning
  - Music & Travelling
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## REFERENCES

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### 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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GINAR Solution Vietnam

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