



NGUYEN VAN KIEN

SKILLS

EXPERIENCED IN BOTH MARKETING AND SALES
TEAM MANAGEMENT
SET AND TRACK KPI
TRAINING SALES STAFF
WORKING IN HIGH PRESSURE

CERTIFICATIONS

2002

Graduated from National Economics University

2003

Training course Press Sales Supervisor (Nestle Viet Nam)

2009

Training course The Ideas Bodega (CPM Viet Nam)

INTERESTS

Teambuilding, joining clubs, singing, playing sports

BACKGROUND/CAREER OBJECTIVES

Sales/Marketing Manager with more 20 years of experience driving and leading high performance sales/marketing teams.

WORK EXPERIENCE

❖ RETAIL MARKETING MANAGER

August 2011 to Present

Dell Global B.V- Vietnam Representative Office

- Plan brand development on retail channels and execute.
- Plan to deploy marketing programs in universities to increase Dell brand awareness.
- Developed and implemented marketing programs on retail channel.
- Building and organization merchandising team on retail channel.
- Coordinate with sales team to expansion retailer.

❖ ACCOUNT MANAGER**April 2009 to July 2011****CPM Viet Nam (A member of Biz Solution Group)**

- Develop marketing programs and offered to customers.
- Plan and implement marketing programs with Mobifone.
- Management and implementation of marketing programs.
- Responsible for marketing execution, credit control and ensure implementation of Company policy.
- Resolve customer complaints.

❖ SALES MANAGER**Mar 2006 to April 2009****Phu Thanh „JSC Company**

- Planning for sale, marketing by month/years.
- Implement projects to sell electronic boards to domestic units.
- Expand sales agent system in provinces and cities nationwide.
- Building business team.
- Responsible for sales, marketing execution, credit control.

❖ DISTRIBUTOR ACCOUNT SUPERVISOR**Mar 2003 to Mar 2006****Nestle Viet Nam**

- Responsible for sales, distribution network, marketing execution, credit control and ensure implementation of Company policy and programmes of 02 distributors in Thai Binh & Nam Dinh province.
- Selecting and developing 2 distributors in Thai Binh and Nam Dinh.
- Set up effective sales routes and deploy them to sales staff.
- Coordinate with distributors to plan monthly imports to ensure the most effective inventory.
- Build and develop an effective sales staff.

❖ SALES SUPERVISOR**Sep 2002 to Feb 2003****Happy Cook Company**

- Responsible for sales, distribution network, marketing execution, credit control and ensure implementation of Company policy and programmes of distributors in Ha Noi City.

- Setup distribution system (open Distributors in coverage, distribution and merchandising products).
- Recruitment, training and development of salesman.

WORKING EXPECTATIONS

Desired Position	Marketing/Sales Manager
Type of Enterprise (State, Foreign, Joint venture, Private)	All
Desired Job Location	Ha Noi City
Willing to Relocate? Yes /No	Yes
Desired Salary (USD)	1.500