



**Tran Thanh Vu**

General Director at Syngenta

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Tran Thanh Vu · 3rd

General Director at Syngenta

Vietnam · 500+ connections · [Contact info](#)



**Syngenta**



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## About

Business Development, Technical Sales Service, Direct Sales (B2B), Distribution Channel Management (B2C), Manufacturing Management, Country Management and Directorship Experiences

## Activity

2,432 followers



**Ở Hà Giang**

Tran replied to a comment



**Houses for farmers !**

Tran shared this

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## Corporate Social Responsibility - 110 houses for farmers during the last 10..

Tran shared this

142 Reactions • 5 Comments

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## Experience

### General Director



Syngenta · Full-time  
Jan 2020 – Present  
· 1 yr 4 mos  
Vietnam

### General Director



Huhtamaki  
Apr 2018 – Jan 2020  
· 1 yr 10 mos  
Binh Duong - Vietnam

### General Director



DuPont  
Nov 2015 – Apr 2018  
· 2 yrs 6 mos  
Ho Chi Minh City - Vietnam

### General Director



AB Mauri, a global business of Associated British Foods plc  
Jan 2014 – Nov 2015  
· 1 yr 11 mos  
Vietnam, Laos and Cambodia  
P&L responsibility  
Business model restructure to shift the sales culture from "Price Selling" to "Values Selling"  
4 plants in 2 sites: yeast, dry bakery ingredients, wet bakery ingredients and ETP  
Products sold domestic and exported to Malaysia, Thailand, Myanmar, Philippine and Sri Lanka

### Business Director Vietnam and Country Manager Cambodia



Connell

May 2009 – Dec 2013

· 4 yrs 8 mos

Vietnam and Cambodia


Managed the P&L of the Business Units (Coatings, Construction, Paper, Animal Feed, ...)

Recruited, coached, managed and motivated sales team

Talents acquisition for the company and stabilized the resource

Formulated the sales strategies, converted into the action plan and implemented to achieve the targets

... see more

Show 4 more experiences 

## Education

### Columbia Business School



2016 – 2017

### ESCP Europe and Paris Dauphine University

Master of Economics of Finance and Banking (MEBF)

2006 – 2008


Finance and Banking

### Economics University of Ho Chi Minh City

Master of Business Administration (MBA)

2002 – 2005

Business Administration

Show 3 more education 

## Skills & endorsements

### Negotiation · 20



Endorsed by **Loi Ho Quyen and 2 others who are highly skilled at this**



Endorsed by **2 of Tran's colleagues at Syngenta**

**Strategic Planning** . 18

AB|MAURI

Endorsed by **4 of Tran’s colleagues at AB Mauri, a global business of Associated British Foods plc**

**Business Strategy** . 17

«DUPONT»

Endorsed by **2 of Tran’s colleagues at DuPont**

Industry Knowledge

**Business Development** . 17

**Product Development** . 13

**Business Planning** . 10

**New Business Development** . 9

**Sales Management** . 9

**P&L Management** . 5

**Market Development** . 3

**Agribusiness** . 3

**Forecasting** . 3

**Account Management** . 2

**Pricing** . 2

**Manufacturing** . 2

**Supply Chain Management** . 2

Interpersonal Skills

- Management

17
- Customer Service

3
- Cross-functional Team Leadership

2

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Recommendations

Received (1)   Given (0)



Nguyen Phuong

Managing Director at ADG company  
March 4, 2020, Tran worked with Nguyen in the same group

I had a great chance to work with Vu, he is a great leader, supportive and inspiration to the team. clear direction and very strategic. I learned a lot from him. under his leading the team always have opportunities to growth up and have good positive energy to handle the challenges. wish Vu all the best ... [See more](#)

Accomplishments

Language  
English

1  
v

Interests

DuPont  
338,992 followers



Harvard Business Review  
2,288,304 followers



**Jack Welch** [in](#)

Executive Chairman, The Jack Welch Management Institute



7,224,033 followers

**The New York Times**

6,245,887 followers



**The Wall Street Journal**

3,703,745 followers



**Syngenta**

752,182 followers



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