



**Catherine NGUYEN**

Marketing Director at HT House Vietnam

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Catherine NGUYEN · 3rd



Marketing Director at HT House Vietnam

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**HT House Vietnam**



**Audencia Nantes Ecole de  
Management**

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## About

Senior sales & marketing director with strong experience in retail, food & beverage, kids fashion.

## Activity

1,500 followers



Catherine replied to a comment



## Digital Mekong is hiring!

Catherine shared this

10 Reactions • 2 Comments



## Oh? Where do you relocate?

Catherine commented

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## Experience

### Marketing Director



HT House Vietnam

Sep 2019 – Present

· 1 yr 8 mos

Ho Chi Minh City, Vietnam

HT House Vietnam is the founder and owner of a collection of restaurant brands, lifestyle, beauty & wellness concepts.

Brands include Hoa Tuc (Contemporary Vietnamese Cuisine) and Saigon Cooking Class by Hoa Tuc, Chi Hoa (Home-style Vietnamese Cuisine), Tuk Tuk (Contemporary Thai bistro), Anh Tuk (Modern Thai Cuisine), Hue (Contemporary Huế cuisine), Rico Taco (Mexican Kitchen), Imai Ami (Beauty & Wellness Salon) and Merci (Nails, Hair & Café).

### Director

Digital Mekong



Jul 2015 – Present

· 5 yrs 10 mos

Ho Chi Minh City

Digitalmekong is a Vietnam based creative network founded by french seasoned professionals.

"Our mission is to help our clients develop their business through appropriate marketing strategy and tools, specifically new media."

### Sales & Marketing Manager



Annam Group

Mar 2013 – Jun 2015

· 2 yrs 4 mos

Ho Chi Minh City, Vietnam

Annam Gourmet Market is a Gourmet Grocery Retailer (6 stores) offering the best selection of imported and local fine food in Vietnam.

In charge of developing Retail business, Strategic & Operational Marketing , Customer Service, Brand Image, Media plan.

... see more

## Owner



Small is Beautiful  
Sep 2009 – Nov 2012  
· 3 yrs 3 mos

Small is Beautiful, chic shop for kids, was the 1st lifestyle concept store for kids in Ho Chi Minh City. It aimed to offer kids in vietnam an unmatched selection of elegant, designers and must have objects (clothing, toys..). Brands : Baby Dior, Chloe, DKNY, Sonia Rykiel Enfants, Antik Batik, Petit Bateau, Zolima, Clairefontaine, Trousselier, Vilac.  
www.smallisb.com

... see more

## Internet independant consultant

FREE LANCE SOHO  
1999 – 2010  
· 11 yrs

Apart of my activities as a mother (2 kids), I set up an internet consulting activity in which I helped many clients to develop their brands and sales through internet.  
Some of my credentials include :  
· <http://www.minhthuleroi.com> (paper jewelry design)  
· <http://www.sylviaspaintings.com> (paintings)

... see more

Show 2 more experiences

## Education

### Audencia Nantes Ecole de Management



Marketing, sales  
1988 – 1991

### The Ohio State University



Sales, Marketing, Advertising  
1990 – 1990

## Skills & endorsements

### Retail · 38



Endorsed by **Pieter CLAUDEL, who is highly skilled at this**



Endorsed by **4 of Catherine's colleagues at Annam Group**

**Direct Marketing** . 25



Endorsed by **Frederic Moreau, who is highly skilled at this**



Endorsed by **4 of Catherine's colleagues at Annam Group**

**Marketing** . 25



Endorsed by **4 of Catherine's colleagues at Annam Group**



Endorsed by **6 people who know Marketing**

Industry Knowledge

**Fashion** . 24

**Strategy** . 20

**Marketing Strategy** . 20

**Sales** . 16

**E-commerce** . 13

**Textiles** . 12

**Brand Development** . 12

**Apparel** . 11

**Merchandising** . 6

**Wholesale** . 5

**Start-ups** . 5

**Business Strategy** . 5

- Sales Management . 4
- Business Development . 3
- Marketing Management . 3
- New Business Development . 3
- Start-up . 1

Interpersonal Skills

- Time Management . 8
- Management . 6
- Negotiation . 4

Other Skills ?

- E-business . 8
- Marketing Communications . 6
- Shirts . 2

Show less ^

Recommendations

Received (0)   Given (1)



**Vy Vu**  
Junior Art Director at Drcom  
April 1, 2015, Catherine managed Vy directly

Vy is very valuable for a company : very good designer with great creativity and listening skills, she adapted very fast to a new work environment and she always delivered great job on time. She's a team player but she

can also work independently in any projects.

## Interests

**FOHBOH**



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**Apparel production / garment manufacturing**

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**RMIT University Vietnam**



32,329 followers

**Fashion (Lifestyle, clothing, shoes, accessories and many more de**



70,802 members

**Emplois Francophones au Vietnam**



1,638 members

**Richard Branson** 

Founder at Virgin Group

18,587,897 followers

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[Director General at Servier Do Brazil](#)

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[Managing Director - Market Research / Consultancy for Vietnam and the Mekong Region](#)

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**BE BA (My Nguyen)**

Recruitment Specialist cum Admin at Milensea Retail

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**Le Nhat Huy**

President at UTE Logistics and Supply Chain Club

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**Khánh Linh Đỗ**

Human Resources Assistant at Hachinet Software

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**Nguyen Dinh Dat**

Frontend Angular Developer

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**Nhi Duong**

Student at Ton Duc Thang University

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