

Le huynh phuong Thuc

Managing Director at Guardian Vietnam

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About

Live with passion and clarity of purpose.

Work for a better life, with high integrity.

Contribute with experiences in building brands and business fundamentals to grow fast in Vietnam.

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Activity

2,178 followers



Em cũng đã 4-5 năm với Laz phải không Hằng? Time flies ha

Le huynh phuong replied to a comment



Celebrating my first 2 years with

#dairvfarm #GuardianVN "It's...

Le huynh phuong shared this

138 Reactions • 19 Comments



Woah... congratulations Umesh

Phadke □□□□□□

Le huynh phuong commented

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Experience

Managing Director

Guardian Vietnam Apr 2019 – Present · 2 yrs 1 mo Hcmc

L'Oréal

yrs 10 mos



General Manager - CPD at L'Oreal Vietnam

un 2015 – Mar 2019

· 3 yrs 10 mos

I am responsible to grow fast the biggest business unit of L'Oreal Vietnam with 3 major brands L'Oreal Paris - Maybelline New York - NYX Professional Makeup, in charge of the entire P&L, most importantly inspire and develop the team of more than 400 people including outsourced staffs across Sales, Marketing and Finance.

General Manager - ACD at L'Oreal Vietnam

Jun 2013 - Jun 2015

· 2 yrs 1 mo

HCMC

I am responsible for developing Active Cosmetics division with Vichy and Roger & Gallet brand, in charge of the entire P&L, develop a team of 150 people including outsourced staffs.

Marketing Manager



I'm responsible to make Dairy-Based-Beverages more fun and meaningful to life, turn around the business, shape business unit model.

Marketing Director



I'm responsible to write the new marketing strategy for Castrol and BP, bring Vietnam to the "growth engine" cluster and ranked among the top 10 countries in the world.

Business Unit Director (Foods), Group Brand Manager, Trade Category Manager...



I had experiences with track records in various positions in Unilever Vietnam during 10 years in Consumer and Trade Marketing functions across categories such as Foods, Personal care and Homecare.

Education

University of Hawaii at Manoa



graduated from Executive MBA program that is designed to solve complex business problems in a global environment, apply strong analytical and strategic thinking to multifaceted business issues, and to develop sophisticated management skills.

University of Economics, HCMC

BA, Marketing 1993 – 1997

graduated from Marketing Faculty

University of Social Sciences and Humanities HCMC

Bachelor of Arts (BA), English Linguistics and Literature 1999 – 2003

Volunteer experience

Dream inspirer for children living in deep rural and helping them achieve their dreams in reality



sponsor education for children that live in poverty in deep rural of Vietnam, help them build their own dreams about their future and open ways to make their dreams come true

Trade Marketing . 50



Endorsed by 5 of Le huynh phuong's colleagues at L'Oréal

Marketing Strategy . 43



Endorsed by Lan Trieu and 3 others who are highly skilled at this



Endorsed by 5 of Le huynh phuong's colleagues at L'Oréal

Marketing . 38



Endorsed by Lien Huynh Xuan, who is highly skilled at this



Endorsed by 4 of Le huynh phuong's colleagues at L'Oréal

Industry Knowledge

Brand Management . 35

Marketing Management . 32

Business Strategy \cdot 24

 $\textbf{FMCG} \, \cdot 24$

Market Research . 21

Customer Insight . 15

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Market Planning . 8
Market Analysis . 6
Strategy . 5
Marketing Research . 4
Business Planning . 4
Integrated Marketing . 3
Segmentation . 3
Strategic Planning . 3
Sales . 2
Business Development . 1
New Business Development
Competitive Analysis . 1
Digital Marketing . 1
Interpersonal Skills
Management . 8
Negotiation . 5
Cross-functional Team Leadership . 3
Team Leadership . 1
Leadership . 1
Team Management . 1
Other Skills 😥
```

Marketing Communications . 3

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Recommendations

Received (0) Given (2)



wanphen ketchanchai

Whatever you are BE A GOOD ONE

August 4, 2012, wanphen worked with Le huynh phuong in the same group

Pen was one the most passionate marketers I have ever worked with. She was also insightful about consumers and her insights helped our brands win consumers' heart and grow our business strongly. I am glad to work with Pen and I do believe she is a valuable asset for companies that value passion, growt... **See more**



Trang Phan

Global Brand Development Manager -Cornetto at Unilever

June 16, 2012, Le huynh phuong was a client of Trang's

Trang is very dedicated in her works. She followed through and ensured her client satisfied with the outcomes, not just "tick the box" as other client service managers that I have worked with. Moreover, I highly value her knowledge and capability in Advertising.

Accomplishments

Languages

English • Vietnamese

2

Castrol

#3 MORT INAL LIST BIRD | 19,640 followers | 19 Castrol |

Unilever



13,833,172 followers

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TSAI members

L'Oréal

L'OREAL

8,438,965 followers

Rachel Schall Thomas in



Co-founder & CEO of LeanIn.Org and OptionB.Org 363,121 followers

Geoffrey Moore in



Author, speaker, advisor, best known for Crossing the Chasm and Zone to Win. Pa

660,454 followers

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Head of HR at Guardian Vietnam

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HR Director at FrieslandCampina Vietnam

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Finance Director at FrieslandCampina Vietnam

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Tam Le •3rd

Merchandising Manager at Guardian Vietnam

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Phuong Ho •3rd

Head of Marketing - Guardian Vietnam

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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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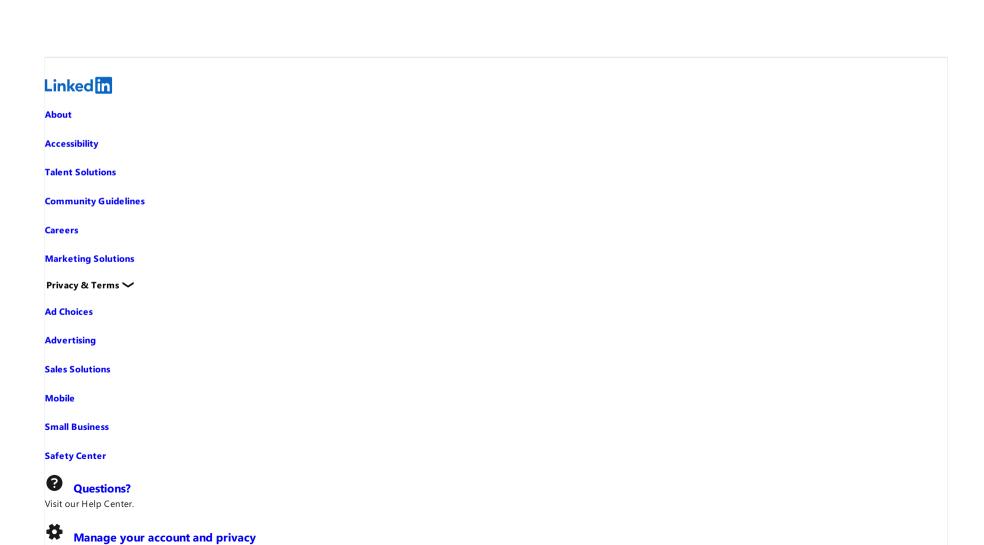


Nhi Duong

Student at Ton Duc Thang University

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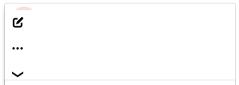
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