



San Vu

General Manager, Saatchi & Saatchi Vietnam

Connect

 **Message**

More...



[Try Premium Free for 1 Month](#)





Connect

 **Message**

...

San Vu · 3rd

General Manager, Saatchi & Saatchi Vietnam

Ho Chi Minh City, Vietnam · 395 connections · [Contact info](#)

Saatchi & Saatchi Vietnam



Webster University Thailand

People and pages related to San

See all ×

>

**Search
Engine
Land**

Search Engine Land

Page • Internet

84,837 followers

Follow



The Marketing Millennials

Page • Broadcast Media

41,657 followers

Follow



McCann Worldgroup

Page • Marketing & Advertising

339,603 followers

Follow

Featured

Advertising Testing

A lonely voice from those who create advertisements

(Updated for Aiim's Industry MeetUp Jan. 24, 2015)

By Vu Minh San

Planning Director

Advertising Testing

A lonely voice from those who create advertisements

By Vu Minh San

Planning Director

Activity

407 followers



Very good read. I shared this w my design team. Thanks for sharing

San commented

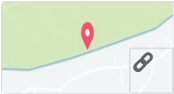
[See all activity](#)

Experience

General Manager

Saatchi & Saatchi Vietnam · Full-time

Mar 2019 – Present
· 2 yrs 2 mos



Group Head, Brand Planning

Ogilvy Vietnam
Nov 2018 – Mar 2019
· 5 mos
Ho Chi Minh city

Works I was involved in



Planning Director

Ogilvy & Mather Vietnam
Oct 2012 – Oct 2018
· 6 yrs 1 mo
Ho Chi Minh

Works I was involved in



Planner / Partner

Studio Egregius

Apr 2011 – Oct 2012

· 1 yr 7 mos

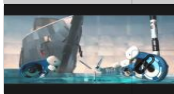



Planner

Ogilvy & Mather Vietnam

Mar 2007 – Apr 2011

· 4 yrs 2 mos



Show 1 more experience 

Education

Webster University Thailand



Bachelor's Degree, Advertising & Marketing Communication

2000 – 2003

Le Hong Phong

Licenses & certifications

IPA Eff Test Certificate



IPA (Institute of Practitioners in Advertising)

Credential ID ET21242

Skills & endorsements

Creative Strategy . 8



Endorsed by **Alexandre Nguyen** and **2 others** who are highly skilled at this



Endorsed by **5 of San's colleagues** at **Ogilvy**

Integrated Marketing . 5

Endorsed by **Alexander Clegg**, who is highly skilled at this



Endorsed by **3 of San's colleagues** at **Ogilvy**

Advertising . 2

Endorsed by **Alexander Clegg**, who is highly skilled at this



Endorsed by **2 of San's colleagues** at **Ogilvy**

Industry Knowledge

Digital Marketing . 2

Digital Strategy . 2

Brand Architecture . 1

Customer Insight . 1

Interactive Marketing . 1

Brand Development . 1

Online Advertising . 1

Other Skills ⓘ

Marketing Communications · 2

Creative Direction · 1

Show less ^

Recommendations

Received (0) Given (2)



Quynh Le

UX/UI Designer at Porter Airlines Inc.

October 22, 2019, Quynh worked with San in the same group

A conceptual thinker, Quynh is also a skilled creative with a flair for languages. She refuses to approach your briefs half-heartedly, doing her homework to understand the business, the brand, its consumers and the underpinning strategic problems. Her creativity is thus on point and insightful. She is that br... [See more](#)



Tien Bac

Copywriter at doug&partners

April 1, 2019, Tien worked with San in the same group

Tien is simply the best creative person I've worked with. He can think like a strategist, he can guide & grow junior ones, and inspire whoever work with him. He's the creative mind behind some of the most iconic advertising campaigns in the market.

Interests

Harvard Business Review

12,288,689 followers



Ogilvy People

1,862 members



Vietnam Creative & Digital



3,187 members

Marketing ROI and Effectiveness



10,168 members

World Economic Forum



3,338,201 followers

Ray Dalio

Co-Chief Investment Officer & Co-Chairman of Bridgewater Associates, L.P.



2,060,522 followers

See a

People also viewed



Phi Linh Nguyen • 3rd

Art Director at Saatchi & Saatchi Vietnam

Connect



Phu Vuong Nguyen • 3rd

Art Director at Saatchi & Saatchi

Art Director at Saatchi & Saatchi

Connect



Thảo Nguyễn • 3rd

Associate Creative Director at Saatchi & Saatchi Vietnam

Connect



Johnson Tse • 3rd

General Manager ---Southeast Asia

Connect



Sumesh Peringeth • 3rd

Dinosaur Vietnam

Connect

▼ Show more

People you may know



BE BA (My Nguyen)

Recruitment Specialist cum Admin at Milensea Retail

Connect



Hien Tran

IT Recruitment consultant

Connect



Le Nhat Huy

President at UTE Logistics and Supply Chain Club

Connect



Khánh Linh Đỗ

Human Resources Assistant at Hachinet Software

Connect



Nguyen Dinh Dat

Frontend Angular Developer

Connect

▼ **Show more**



Add new skills with these courses



Marketing: Customer Segmentation

6,149 viewers



Market Research Foundations

40,256 viewers



Branding Foundations

38,604 viewers

[Show more on LinkedIn Learning](#)



[About](#)


[Accessibility](#)

[Talent Solutions](#)

[Community Guidelines](#)

[Careers](#)

[Marketing Solutions](#)

[Privacy & Terms](#) 

[Ad Choices](#)

[Advertising](#)

[Sales Solutions](#)

[Mobile](#)

[Small Business](#)

[Safety Center](#)



Questions?

Visit our Help Center.



Manage your account and privacy

Go to your Settings.

Select Language



العربية (Arabic)

LinkedIn Corporation © 2021

