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General Director Reckitt

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**Reckitt**



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## About

- Extensive leadership experience in Emerging Markets building global and regional FMCG brands.
- Leadership skills focused on setting strategy and building growth through strong teams.
- Change management experience in Emerging Markets with cultural understanding.

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## Activity

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**RECKITT #WeAreReckitt**

Soren shared this

15 Reactions



**Congrats to Timo for the**

## engagement of a World Class...

Soren commented



### Well done

Soren commented



### RB leadership training .... key for delivering growth

Soren shared this

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## Experience

### General Director RB Vietnam (Mead Johnson VN Ltd)



Reckitt

Feb 2017 – Present

· 4 yrs 3 mos

Ho Chi Minh, Vietnam

RB in Vietnam. Brand portfolio with Mead Johnson Nutritional brands: ENFA, Nutramigen and RB brands: Dettol, Durex, Gaviscon, Strepsils.

### General Manager SEA

AB Mauri, a global business of Associated British Foods plc



Aug 2013 – Jan 2017

· 3 yrs 6 mos

Kuala Lumpur, Malaysia

General Manager for SEA (Malaysia, Philippines, Singapore, Brunei, Thailand, IndoChina, Myanmar and with manufacturing operations in Malaysia).

### Managing Director & COO SEA

Fumakilla Malaysia Berhad



Jan 2011 – Jul 2013

· 2 yrs 7 mos

Malaysia, Indonesia & Vietnam

Managing Director and COO for 3 Business Units in the Japanese Group.

Managing Director for subsidiaries Fumakilla Malaysia Bhd, Technopia Jakarta (Indonesia) and in Vietnam Technopia Vietnam Limited including manufacturing.

### **Vice President Consumer Goods Vietnam & Managing Director Healthcare Indonesia**



DKSH

2007 – 2010

· 3 yrs

Indonesia & Vietnam

Head of DKSH Consumer Goods Business in Vietnam and prior Managing Director in DKSH Healthcare Indonesia

### **Managing Director Indonesia & Philippines**



Mars

2001 – 2006

· 5 yrs

Indonesia & Philippines

Head of Mars Inc Business Units in Indonesia and Philippines focused on brand building, sales, distribution and manufacturing of Global Brands

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## Education

### **INSEAD**



AMP

1996 – 1996

Activities and Societies: Advance Management Programme

### **Centre for Creative Leadership CCL, Colorado USA**

Leadership at the Peak, Management Programme

2004

Activities and Societies: Leadership programme focused on 360 degree feedback

### **University of Virginia Darden School of Business**



Marketing programme

2000

Activities and Societies: Marketing programme at Darden Business School

Show 1 more education ▼

## Skills & endorsements

**FMCG** . 78



Endorsed by **Surajdeen Seiyad and 2 others who are highly skilled at this**



Endorsed by **6 of Soren's colleagues at DKSH**

**Strategy** . 72

Endorsed by **Steen Løndal and 5 others who are highly skilled at this**



Endorsed by **18 of Soren's colleagues at DKSH**

**Business Strategy** . 62



Endorsed by **Ahmed Bayoumi and 6 others who are highly skilled at this**



Endorsed by **2 of Soren's colleagues at AB Mauri, a global business of Associated British Foods plc**

Industry Knowledge

**Business Planning** . 28

**Entrepreneurship** . 26

**Marketing** . 23

**Sales** . 22

**Business Development** . 20

**Sales Operations** . 17

**New Business Development** . 15

**Marketing Strategy** . 14

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<b>Food Industry</b>	. 2
<b>Sales Management</b>	. 2
<b>Start-ups</b>	. 1
<b>Market Research</b>	. 1
<b>Management Consulting</b>	. 1
<b>Operations Management</b>	. 1
<b>Brand Management</b>	. 1
<b>P&amp;L Management</b>	. 1
<b>Competitive Analysis</b>	. 1
<b>Forecasting</b>	. 1
<b>Restructuring</b>	. 1

## Interpersonal Skills

**Leadership** · 54

**Management** · 48

**Cross-functional Team Leadership** · 18

**Team Leadership** · 4

## Other Skills

**Key Account Management** · 20

**Team Restructuring** · 6

**International Growth** · 5

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## Accomplishments

### Languages

Bahasa · Danish · English · French · German · Thai

6  
v

## Interests

**Aarhus University**



184,871 followers

**Ukonwa Kuzi-Orizu Ojo** 



Global Chief Marketing Officer, Amazon Prime Video & Studios

15,006 followers





**Sarah Robb O'Hagan** 

Chief Executive Officer at EXOS



46,167 followers

**Fødevarer i Danmark - Jobs og netværk**

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**Mars**



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Country Manager - RB Health Singapore

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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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