



**Linda Tan**

General Manager at Fonterra Brands Vietnam

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General Manager at Fonterra Brands Vietnam

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## About

Seasoned business executive in the FMCG segment dealing with products ranging from European fresh produce to dairy from ANZ region. A strong believer of team and people capability development, via empowerment, coaching and sharing of knowledge amongst colleagues and peers.

## Activity

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**All the best in your new role, Fab!**

Linda commented



**Congratulations 🎉🎉**

Linda commented



**All the best!! Good luck for the new role!!**

Linda commented



**Congratulations Maya!!**

Linda commented

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## Experience

### Fonterra

18 yrs 8 mos



#### General Manager at Fonterra Brands Vietnam & Cambodia

Jul 2018 – Present

· 2 yrs 10 mos

Ho Chi Minh

#### Foodservice Director (Malaysia & Brunei)

Sep 2002 – Jun 2018

· 15 yrs 10 mos

Selangor, Malaysia

Since joining Fonterra Malaysia in 2002, I have been involved in various key roles, to re-shape the foodservice business foundation for channel focus expansion, contributing to accelerated business growth and build value driven distributor partnerships to become market leader in dairy segment.

Key Achievements:

[... see more](#)



## Education

### University of Wales

Business Administration and Management, General

## Skills & endorsements

### FMCG . 15



Endorsed by **2 of Linda's colleagues at Fonterra**

### Food Industry . 12



Endorsed by **7 of Linda's colleagues at Fonterra**

### Food . 10



Endorsed by **2 of Linda's colleagues at Fonterra**

## Industry Knowledge

### Dairy . 9

### Forecasting . 9

### Dairy Products . 8

### Key Account Development . 8

### HACCP . 6

### Food Technology . 4

- Trade Marketing** . 3
- Business Planning** . 3
- Account Management** . 3
- Fast-Moving Consumer Goods (FMCG)** . 3
- Food Processing** . 2
- Food & Beverage** . 2
- Business Development** . 2
- Catering** . 1

Interpersonal Skills

- Communication** . 2
- Team Leadership** . 2

Other Skills ⓘ

- Key Account Management** . 9
- Food Service** . 4
- Cheese** . 2
- Ingredients** . 1

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Recommendations

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### Andora Fredericks

PR Director at Truth Communications Sdn  
Bhd

September 1, 2018, Linda was a client of Andora's

Linda is an inspiring leader, strategic thinker and is highly result driven. Her drive, ambition and experience makes her invaluable asset to any organisation. She has a sharp business acumen and an in-depth understanding of how consumers and the market respond to FMCGs. Best of all she has mastered the a... [See more](#)

### Sherlyn Tan

Senior Manager with HR business  
partnering experience in both Commercial  
and Supply Chain

August 19, 2018, Sherlyn worked with Linda in  
different groups

Linda is a highly passionate and driven leader who is very knowledgeable about the business and puts people agenda her top priority. She walks the talk and never fail to provide thought leadership to her team and those working with her. Linda is a great leader and will be an asset to any team she leads... [See more](#)

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## Interests

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### Fonterra

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Project Manager at Fonterra Brands Vietnam

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Brand Manager - Anlene at Fonterra

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Brand Manager at Fonterra Brands Vietnam

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**Jocelyn Ng** •3rd

Customer Development Manager at Fonterra Brands

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**Tang Phuoc Minh Ngoc** •3rd  
Regional Sales Manager at Fonterra

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## People you may know



**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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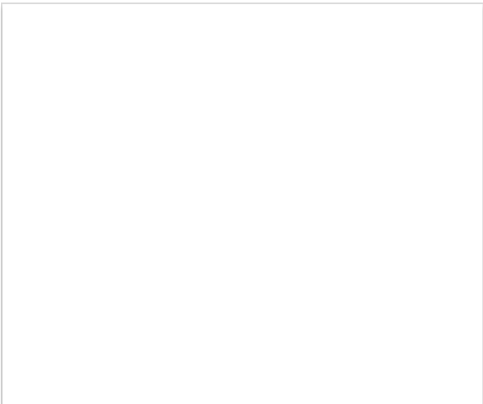
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