

Soren Bech

General Director Reckitt

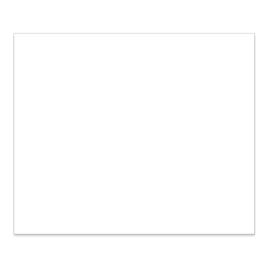
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Soren Bech · 3rd



General Director Reckitt

Vietnam · 500+ connections · Contact info



Reckitt



INSEAD

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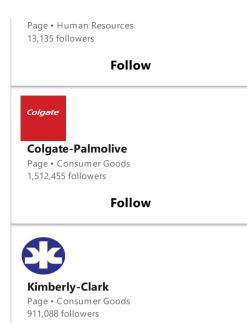
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About

- 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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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

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Experience

General Director RB Vietnam (Mead Johnson VN Ltd)



Reckitt

eb 2017 – Present

reckitt · 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

AB MAURI 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

· 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

Indonesia & Vietnam

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

Managing Director Indonesia & Philippines



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



Activities and Societies: Advance Management Programme

Centre for Creative Leadership CCL, Colorado USA

Leadership at the Peak, Management Programme

Activities and Societies: Leadership programme focused on 360 degree feedback

University of Virginia Darden School of Business



Marketing programme

Activities and Societies: Marketing programme at Darden Business School

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| FMCG . 78 |
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| 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 |
| AB MAURI |
| |
| Endorsed by 2 of Soren's colleagues at AB Mauri, a global business of Associated British Foods plc |
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Manufacturing . 7
Market Analysis . 5
Change Management . 5
International Business . 4
Food Industry . 2
Sales Management . 2
Start-ups . 1
Market Research . 1
Management Consulting . 1
Operations Management . 1
Brand Management . 1
P&L Management . 1
Competitive Analysis
Forecasting . 1
Restructuring . 1
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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 Show less ^ Accomplishments

Languages

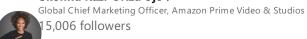
Bahasa • Danish • English • French • German • Thai

Interests

Aarhus University

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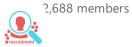








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MARS 13,166 members

Mars/Masterfoods Alumni



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Managing Director and General Manager - Thailand & Indochina

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Loi Ho Quyen •3rd

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Laxman Narasimhan •3rd+ in

CEO at Reckitt

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Oguzhan Silivrili •3rd

General Manager at Reckitt Benckiser

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Benny Zhu •3rd

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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Khánh Linh Đỗ

Human Resources Assistant at Hachinet Software

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Nguyen Dinh Dat

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Nhi Duong

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