

## Minh Vo

Country Manager - Vietnam at Digital Care Group

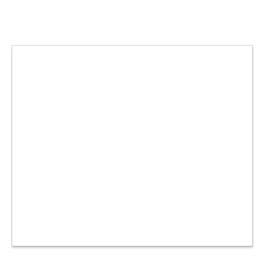
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Country Manager - Vietnam at Digital Care Group

Vietnam · 500+ connections · Contact info

DigitalCare

**Digital Care Group** 

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## About

- Experience in insurtech, fintech, digital transform, digital project management, corporate strategic planning, customer experience auditing and planning
- Experienced in big IMC planning and execution including ATL & BTL, TVC, OOH, digital marketing, trade m

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## Activity

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Lovely

Minh commented



So inspirational and lovely chi yeu

Minh commented



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Minh commented

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## Experience

#### **Country Manager - Vietnam**

Digital Care Group  $\cdot$  Full-time

DigitalCare ul 2020 - Present

· 10 mos

Digital Care is one of the top insurtechs on the market providing solutions for the entire mobile device life cycle - financing the purchase, protection, repair services, buy back, refurbishment. Thanks to our unique IT ecosystem we are able to provide 100% digital, customer-friendly journey to all smart devices owners.

Our business partners include mobile operators, phone manufacturers, retailers, e-commerce and others. We provide unique rent-a-phone programs and work with insurance providers and brokers to deploy innovative and popular device protection that enjoys unprecedented rates of adoption. Our unique product concepts appeal to all customer segments, enabling our clients to provide peace of mind to more smart devices owners than ever before.

Currently, the company operates in Europe, Middle East and South East Asia.

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#### **Marketing Communication Director**

MB Bank - MB Securities · Full-time Sep 2019 – Jul 2020 · 11 mos

#### **Deputy Marketing Director**

Phenikaa Group · Full-time Jul 2018 – Jul 2019 · 1 yr 1 mo Hanoi

#### CMO

Direct Money Vietnam
Jan 2015 – Jun 2018

· 3 yrs 6 mos
Hanoi

Direct Money Vietnam (Direct Money Holding) is the new UK start-up established in Jun 2014. We focused on building data and digitally driven financial service businesses in South-East Asia for Database Owners such as utility companies, supermarkets, telco operators and airlines who have a desire to generate additional revenue with no investment or incremental costs. We help Database Owners to get the best deals, access the best management resources and build high quality businesses that are not dependent on any single financial services company.

#### **Senior Product Marketing Specialist**



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## Education

#### **University of Sunderland in London**

Master of Business Administration - MBA University of 019  $-2020\,$ 

#### LOMA

Life insurance professional development, On-going FMLI, Level II: ALMI designation – Associate, Life Management Institute 2012 – 2016

ACS Designation – Associate, Customer Service – Life Insurance (LOMA 281, LOMA 291, LOMA 320, LOMA 301, LOMA 307, ACS 101)

#### **Foreign Trade University**



## Skills & endorsements

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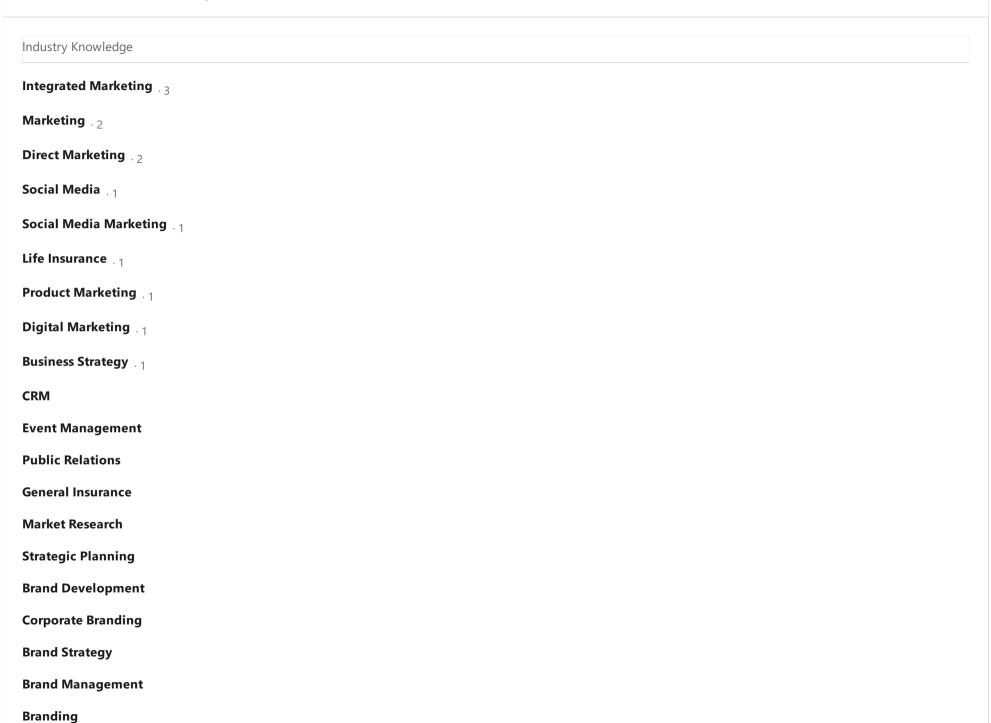
Management . 7

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**Marketing Strategy** . 7

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Strategy . 4



Customer Experience
Branding & Identity
B2B Marketing
Product Development
Customer Relationship Management (CRM)
Customer Insight
Interpersonal Skills
Negotiation
Communication
Other Skills (3)
Marketing Communications
Data-driven Marketing
Fintech
Brand Marketing
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## Languages

English • Vietnamese

## Interests

## **Micro Insurance Company**

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#### **Prudential Vietnam Assurance Private Ltd.**

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## LeapFrog Investments

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## Richard Branson in







487,044 followers

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Jurgita Mickeviciene •3rd+

Country Manager Northern Europe at Digital Care Group

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Rizal Khan •3rd

Product and Segment Marketing Leader | Telecommunications Industry Specialist

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Grishma Dalvi •3rd

Head Of Strategy and Business Development at HSBC Insurance

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Thong Pham •3rd

Marketing Director at ZaloPay - VNG

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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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