

Lam Vu

Country Director at Agoda Vietnam

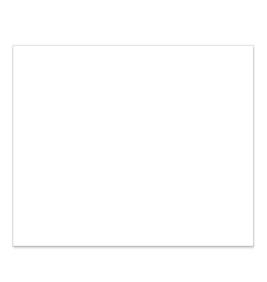
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Lam Vu · 3rd



Country Director at Agoda Vietnam

Vietnam · 500+ connections · Contact info

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About

I am a dynamic executive, proficient in regional and country management, driving market expansion and coordinating teams to attain goals, while embedding best practices to deliver a quality client experience.

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Activity

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https://careersatagoda.com/job/2987 581-partner-development-team-...

Lam replied to a comment



Agoda Vietnam is hiring a

manager to lead the Partner...

Lam shared this

88 Reactions • 5 Comments



Awesome! Congrats Bruce

Lam commented

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Experience

Country Director for Vietnam

Agoda · Full-time

agoda an 2019 - Present

· 2 yrs 4 mos

Ho Chi Minh City, Vietnam

In this role I was appointed as part of a major multinational hotel and accommodation platform, to coordinate and develop various managerial teams in a broad portfolio, managing the full Agoda performance throughout Vietnam, setting KPIs and strategy, and nurturing cohesive environments to facilitate achievement of agreed targets. I optimize the business development plan to maximize growth, while developing quality high-level relations to amplify regional contractor efforts.

Lazada Group

3 yrs 9 mos

Lazada Chief Customer Officer (Lazada Vietnam)

Full-time

Feb 2018 – Jan 2019

· 1 yr

Ho Chi Minh City, Vietnam

I managed the Customer Service, Partner Support Centre, and Customer Experience teams, developing respective strategies while preparing budgets for each business unit, monitoring expenses.

Chief Experience Officer (Lazada Vietnam)

Full-time

Jul 2017 - Feb 2018

· 8 mos

Ho Chi Minh City, Vietnam

Here I reworked the entire customer journey to ensure quality service, from start to delivery as well as after sales service.

Additionally, I coordinated and directed 3 teams in charge of Customer Service, Order Management and Customer Experience, improving relationships and client loyalty.

• Oversaw Order Management team reduce E2E delivery lead-time by 30%, refund lead-time by 30%, while tracking delivery breach, reaching the target of less thankers of the same of the target of less thankers of less thankers of the target of less thankers of less thankers

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Founder

Future Star
Aug 2013 – Feb 2015
· 1 yr 7 mos
Ho Chi Minh, Vietnam

Founded Future Star Education Investment

Channel Development Manager



Works with a team of 4 to manage loyalty programs for Distributors and Retailers, and developing new channels

Manage Distributor loyalty program

o Oversee a loyalty program for distributors, includes 21 large distributors in the South of Vietnam, accounting for 1/3 of Holcim's volume in Vietnam

... see more

Business Analyst



Worked on a long term transformation study for a bank in Vietnam on multiple initiatives

o Designed and piloted the sales performance initiatives, resulted in an average 20% increase in sales performance, and program was rolled out to the remaining 200 branches

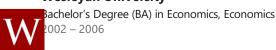
o Worked on a 5 year strategy for network expansion; developed a comprehensive model

... see more

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Education

Wesleyan University



Skills & endorsements
Business Strategy . 30
Endorsed by Kim Tran and 1 other who is highly skilled at this
Endorsed by 6 of Lam's colleagues at Lazada
Endorsed by Con Lum 5 conedgues at Lazada
Management Consulting . 3
Endorsed by Kim Tran, who is highly skilled at this
Management . 8
€ Lazada
Endorsed by 2 of Lam's colleagues at Lazada
Industry Knowledge
Analytical Skills . 3
Analysis . 13
Valuation . ₁₂
Investments . 10
Private Equity . 8
Financial Analysis . 7
Mergers & Acquisitions . 7

Financial Modeling .6

Strategy .6

Economics .4

Investment Banking .3

Emerging Markets .3

Mergers .2

Corporate Finance .1

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United Nations Volunteers



1,431,750 followers

Ray Dalio 🛅



Co-Chief Investment Officer & Co-Chairman of Bridgewater Associates, L.P. 2,060,457 followers

Lazada



321,834 followers



249,226 followers



People you may know



BE BA (My Nguyen)

Recruitment Specialist cum Admin at Milensea Retail

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



Nhi Duong

Student at Ton Duc Thang University

Connect

Duc, learn what hiring managers look for in answers to top interview questions



Tell me about something you've accomplished that you are proud of.



Do you have any questions for me?



Teri me about a time you had to handle pressure.

See all questions

