



**Lam Vu**

Country Director at Agoda Vietnam

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Country Director at Agoda Vietnam

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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.

... [see more](#)

## Activity

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<https://careersatagoda.com/job/2987>

**581-partner-development-team-...**

Lam replied to a comment



**Agoda Vietnam is hiring a**

## 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



Jan 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



#### 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 than 15% more

Show 2 more roles 

### Founder

Future Star

Aug 2013 – Feb 2015

· 1 yr 7 mos

Ho Chi Minh, Vietnam

Founded Future Star Education Investment

### Channel Development Manager



Holcim

Sep 2012 – Aug 2013

· 1 yr

HCMC

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



McKinsey & Company

Sep 2009 – Jul 2012


· 2 yrs 11 mos

Hanoi

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

Show 3 more experiences 

## Education

### Wesleyan University



Bachelor's Degree (BA) in Economics, Economics

2002 – 2006

### United Nations International School

## 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**

### Management Consulting . 3



Endorsed by **Kim Tran, who is highly skilled at this**

### Management . 8



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

**Finance** . 1

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**Ray Dalio** 

Co-Chief Investment Officer & Co-Chairman of Bridgewater Associates, L.P.

2,060,457 followers



**Lazada**

521,834 followers



**Agoda**

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

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Nhi Duong  
Student at Ton Duc Thang University

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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?



Tell me about a time you had to handle pressure.

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