



**Tran Xuan Thuy**

Country Head of Amazon Global Selling at Amazon

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Country Head of Amazon Global Selling at Amazon

Vietnam · 500+ connections · [Contact info](#)



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## Highlights

### Reach out to Tran Xuan for...

Probono consulting and volunteering, Joining a nonprofit board.

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## About

My credentials include:

– M.B.A. in Business Administration from California Southern University

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## Activity

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## Experience

### Country Head of Amazon Global Selling



Amazon · Full-time  
May 2019 – Present  
· 2 yrs  
Vietnam

### Vice President of Seller Operation



Lazada Group  
Mar 2018 – May 2019  
· 1 yr 3 mos  
Vietnam

Since March 2018: Vice President and Head of Seller Operation - Lazada Vietnam

- Lead Business Development Department
- Seller growth consisting of seller acquisition and incubation
- Seller training – Lazada University

[... see more](#)

### Country Manager



Alibaba Group · Full-time  
Aug 2011 – Apr 2019  
· 7 yrs 9 mos  
Vietnam

- In charge of local country operation
- Develop and manage local team operation consisting of sales, marketing, operation support and Customer service team in coordination with website team
- Develop local users and members for the platform
- Develop local platform strategy and workout sales and marketing plan to incorporate with global strategy and plan.

[... see more](#)

### Managing Director

Eco products Jsc company - Cozy premium tea  
2009 – 2011  
· 2 yrs  
Vietnam

- Work out and develop company strategy and annual business plan
- In charged of day to day business of the company
- Business development
- Business plan development

[... see more](#)

## Regional Manager



JTI (Japan Tobacco International)

2002 – 2009

· 7 yrs

Vietnam

Responsibility: In charged of Northern Vietnam Office Operation

- Responsible for managing Northern Sales Office
- Responsible for product development in term of brand development, volume sales and market share in the Northern region
- Responsible for working out and executing sales and marketing strategy

... see more

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## Education

### IMD Business School



Certificate, EBS - Executing Brand Strategy

2007 – 2007

### California Southern University

MBA, Economics

2001 – 2002

### Foreign Trade University



Bachelor, Foreign trade

1991 – 1996

## Skills & endorsements

### Business Development · 30



Endorsed by **Timothy Leung**, who is highly skilled at this



Endorsed by **3** of **Tran Xuan's** colleagues at **JTI (Japan Tobacco International)**

### Business Planning · 24



Endorsed by **Victor Vladovich**, who is highly skilled at this

**Management** · 24



Endorsed by **Ngọc Nguyễn**, who is highly skilled at this



Endorsed by **3 of Tran Xuan's colleagues at JTI (Japan Tobacco International)**

Industry Knowledge

**Strategy** · 16

**Marketing Strategy** · 12

**Sales** · 9

**Market Research** · 9

**Business Strategy** · 8

**Marketing** · 7

**FMCG** · 5

**Product Development** · 4

**Project Planning** · 4

**CRM** · 4

**New Business Development** · 4

**Operations Management** · 2

**Marketing Management** · 2

**E-commerce** · 2

**Budgets** . 1

**Trade Marketing** . 1

**Program Management** . 1

**B2B** . 1

**Analysis**

**Brand Development**

**Inventory Management**

Interpersonal Skills

**Negotiation** . 9

**Training** . 2

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**Tran Dinhchu**  
Regional Sales Manager at Vietnam Fan JSC  
( Groupe SEB

July 18, 2010, Tran Xuan managed Tran directly

He is well experienced in FMCG, intelligent, open minded and accept challenges. He is a good manager with strong management skill.

Accomplishments

## Courses

Foreign Trade • Foreign Trade • MBA

## Publication


Tran Xuan Thuy

3


1

## Interests


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 5,420,240 followers

**E-Commerce Network**


 243,306 members

**Mickey Mikitani** 


CEO, Rakuten Group, Inc.

 1,264,388 followers

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**Interlinks Group - HR Consulting**

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[Carrier Manager, Global Selling at Amazon](#)

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[□□□ Head of Global Selling, Vietnam](#)

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**Quang Khanh** •3rd+  
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**Bernard Tay** •3rd

Country Leader Amazon.sg Marketplace and Head of Amazon Global Selling SE Asia at Amazon

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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**

Frontend Angular Developer

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