



**Phuong Nguyen**

Experienced Country Management with intensive market and patient insights, commercial excellence coaching and execution, an..

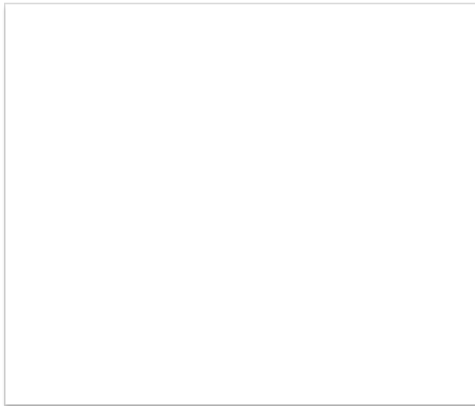
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**Phuong Nguyen** · 3rd

Experienced Country Management with intensive market and patient insights, commercial excellence coaching and execution, and track records of business turn-around in the pharma/life-science industry

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



**Vitabiotics Vietnam**

**MSM**

**Maastricht School of Management**

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CEO Innovation & Growth at Trinity Consulting  
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## About

Experienced Country Management with the intensive market, patient and people insights to build brand equity in Life Sciences. Skilled in Marketing Management, Market Research and Data Science, Business Process Improvement, Six Si  
... [see more](#)

## Activity

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Posts Phuong created, shared, or commented on in the last 90 days are displayed here.

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## Experience

**Country Manager**

/itabiotics Vietnam

an 2020 – Present

· 1 yr 4 mos



Vietnam

### Visiting Lecturer

French Vietnamese School of Management (CFVG) · Part-time



May 2017 – Present

· 4 yrs

Vietnam

Developing and teaching an elective course on Consumer Behavior and Marketing for CFVG's Executive MBA Program, Ho Chi Minh City campus.

### General Manager - Vietnam & Indochina



Sanisphere · Full-time

Sep 2018 – Dec 2019

· 1 yr 4 mos

Vietnam

Providing market data and research services to better serve the needs of the pharmaceutical industry in Vietnam and Cambodia. Providing market data solutions, ad hoc research, and consulting services to the pharmaceutical companies.

The Pharmacies Observation Post® (POP) which is available in 18 countries across Asia and Africa, is one of Sanisphere's core services. The advantages of POP includes the in-depth understanding of real-life situations, context, and meaning, as well as more reliable measurements of actual behaviors. In addition to POP, Sanisphere also offers core

### Country Manager



Mundipharma

Dec 2012 – Jan 2018

· 5 yrs 2 mos

Vietnam

Accelerated the growth of the consumer health and specialty care business. Having built up the organizational capabilities and achieved the first milestones of Mundipharma in Vietnam with robust growth of the business. Inspired the country team to the flawless execution of the five-year aspirational business strategic plans for consumer health, medical devices, and specialty pharma categories. ... see more

### Laboratorios Recalcine

1 yrs 8 mos



Board Member - Domescio

Dec 2011 – Dec 2012

· 1 yr 1 mo


### Country Manager - Vietnam, Myanmar & Cambodia

May 2008 – Dec 2012

· 4 yrs 8 mos

Vietnam

Launched and grew the business in OBGYN, NeuroScience and CV categories. Attained good tracks in managing an entire local organization, its P&L, strategic planning and execution in consumer woman's healthcare category with proven business results of topline growth and bottom-lines turn-around. Also, executed the strategic plans of business start-ups in Myanmar and Cambodia. ... see more

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## Education

### **Maastricht School of Management**

MBA, General & Strategic Management

**MSM**


### **University of Lille 2**

Master's degree, Marketing



### **Hue University of Medicine**

Doctor of Medicine (MD)

Show 1 more education 

## Licenses & certifications

### **Leadership Development Program**



Korn Ferry

Issued May 2016 · No Expiration Date

### **Asian Leadership Forum & Executive Coaching**




Korn Ferry Institute's Leadership Center

Issued May 2014 · No Expiration Date

### **M&A: Creating Synergies, Master Class**

Denscombe Corporation

Issued Jun 2012 · No Expiration Date

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## Volunteer experience

## Community Contributions Programs



Johnson & Johnson  
2007 – Apr 2008 • 1 yr  
Children

## Fleet Safety Leader



Johnson & Johnson  
2006 – 2007 • 1 yr  
Health

## Skills & endorsements

### Marketing Strategy . 8

Phu - Truong Le and 7 connections have given endorsements for this skill

### Cross-functional Team Leadership . 6

Chris Renkewitz and 5 connections have given endorsements for this skill

### Business Process Improvement . 5

Chris Renkewitz and 4 connections have given endorsements for this skill

## Industry Knowledge

### Sales Effectiveness . 2

### Sales Force Development . 1

### Pharmaceutical Sales . 3

### Strategic Planning . 4

### Pharmaceutical Industry . 4

### Six Sigma . 3

### Product Launch . 2

- Business Strategy** . 2
- Business Planning** . 2
- Business Process Re-engineering** . 1
- Market Analysis** . 2
- Marketing Management** . 2
- Competitive Analysis** . 2
- Strategy** . 2
- Lean Six Sigma** . 1
- Market Research** . 2

Interpersonal Skills

- Coaching** . 1
- People Development** . 3
- Management** . 4

Other Skills 

- Marketing Communications** . 4
- Situational Leadership** . 3
- Sales Force Alignment**
- Training Facilitation**
- Process Excellence** . 1
- Digital Marketing Experience**
- Marketing Excellence in Pharma** . 1

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Accomplishments

5  
v

Honors & Awards

MBA Degree Distinction Honor • Community Contributions Ambassador of the Year Award • Global Standard of Leadership Award in Marketing Excellence • Healthcare Products and Service Excellence • Top Brand Management Award

Interests



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3,621,796 followers


Tuyển Dụng Nhân Sự Ngành Dược - Recruitment in Pharmaceutic

118 members




Pharma Business Excellence Momentum

747 members



Boston Scientific

571,418 followers



GSK

2,748,763 followers

ESCP - Ph.D. program

113 members

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## 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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