



Pham Linh

Assistant Manager - Design and Store Development at adidas Vietnam

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adidas Vietnam

**Social Sciences and Humanities
University**

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About

2005 - 2008: Brand Manager in Uni - President Company.
2008 - 2009: Marketing Specialist in Highlands Coffee of Viet Thai International Joint Stock Company.
2009 - 2011: Business Developer and Project leader in Consumer lifestyle in Viet Thai International Joint Sto
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Activity

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Congratulations Windy. All the best.

Pham commented

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Experience

adidas Vietnam

3 yrs 10 mos



Assistant Manager - Design and Store Development

Jan 2015 – Present

· 6 yrs 4 mos

adidas Vietnam, HCMC, Vietnam

Work as Assistant Manager in Design and Store Development in adidas Vietnam, included tasks:

- Manage multiple implementation projects within market at various stages of implementation responsibility for local store projects within the Market, including planning and coordination of company orders, ensure the business registration, job safety over a defined period, ordering all necessary services and materials for planned store openings
- Implement Store Concepts in line with concept documentation & commercial KPIs flawlessly.
- Coordination of Store Development, Merchandising, Retail Sales Development, Marketing and Visual Merchandising for the planning and implementation period of new stores and refits
- Responsible for the "Maintenance and Repair" function

... see more

Senior Associate, Design and Store Development

Jul 2011 – Jan 2015

· 3 yrs 7 mos

adidas Vietnam, HCMC, Vietnam

Work as Senior Associate, Design and Store Development in adidas Vietnam, included tasks:

- Manage multiple implementation projects within market at various stages of implementation responsibility for local store projects within the Market, including planning and coordination of company orders, ensure the business registration, job safety over a defined period, ordering all necessary services and materials for planned store openings

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Viet Thai International

3 yrs 1 mo



Business developer and Project leader in Consumer Lifestyle Dept.

Oct 2009 – Oct 2011

· 2 yrs 1 mo

Viet Thai International Co., Ltd., HCMC, Vietnam

Work in developing new and current brands included brands: La Vie En Rose, Aldo, NIKE, Swarovski, Emporio Armani. Included tasks:

- Research, identify opportunity, evaluate and propose new brand development.
- Ensure brands are developed in accordance with design and specification requirements as detailed by principle
- Act as a main contact for any communication between company and LL's to make sure it going smoothly and successfully.

... see more

Marketing Specialist in Highlands Coffee

Oct 2008 – Nov 2009

· 1 yr 2 mos

Viet Thai International Co. Ltd, HCMC, Vietnam

Work as Marketing specialist in Highland Coffee (NOD), included tasks:

- Hold & Run Highlands Coffee Event/Charity in Public (Fun Run, Conference, Activities, Festival, Carnival ...)
- Make detail promotion plan for developing the consumption & traffic for the store chains.
- Be responsible for branding NOD (New outlet develop) & Maintenance the quality of current outlet

... see more

Brand Manager in Beverage and Noodle Dept.



Jni-President Cor. Ltd.

Mar 2005 – Oct 2008

Uni-President · 3 yrs 8 mos

Uni - President Company, Di An - Binh Duong, Vietnam

Work as Brand manager for Beverage Dept. (Beverage Unif brands) and Noodle Dept. (Unif noodle brands: Vua Bep, Unif), included tasks:

- Plan and Run researches of products in market and propose to develop new products/brands
- Make detail marketing program and launch new products in market
- Plan and Run promotion programs to increase consumption & brand's awareness in new/current products

... see more

Education

Social Sciences and Humanities University

Bachelor of Art, English

2008 – 2010

Technology University

Bachelor of Chemistry, Food

1997 – 2002

Licenses & certifications

Sales Management Foundations



LinkedIn

Issued Apr 2017 · No Expiration Date

Skills & endorsements

Retail · 25



Endorsed by **2 of Pham's colleagues at Viet Thai International - VTI Group**

New Business Development · 13

Dmitrii Falynskii and 12 connections have given endorsements for this skill

Negotiation . 2

M. Pranoto Utomo and 1 connection have given endorsements for this skill

Industry Knowledge

Marketing Strategy . 1

Marketing

Business Development

Business Strategy

Market Research

Brand Development

Sales

Interpersonal Skills

Management . 1

Team Leadership . 1

Leadership

Teamwork

Time Management

Team Management

Sourcing

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Recommendations

Received (2) Given (0)



M. Pranoto Utomo

Group Business Development Manager at Kanmo Group

November 22, 2018, Pham worked with M. Pranoto in the same group

I had the pleasure of working with Linh for almost two years at Adidas Group, collaborating on several project in South East Asia teams. Linh's ability to juggle multiple projects was made a great difference in the productivity level of our team. Linh would be an asset to any team!



Thy Trần

Client Services at Ancarat Viet Nam

February 14, 2011, Thy worked with Pham in different groups

e chào chị ^^" nhìn chị wen wen, chị làm chung với a.Doanh nè ^^ . Nice to meet you ;) e tên là Thy, e add fb chị k đc e chui vào LinkedIn e add ^^"

Accomplishments

Language

English

1
✓

Interests



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Co-chair, Bill & Melinda Gates Foundation

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Melinda Gates

Co-chair of the Bill & Melinda Gates Foundation. Founder of Pivotal Ventures. Aut



6,204,390 followers



Hospitality & Foodservice Network – High-Powered Food & Bev

123,892 members

L'Oréal



3,439,057 followers

Simon Sinek

Optimist and Author at Simon Sinek Inc.



4,624,112 followers

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[Sales Manager at XLE Group](#)

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Tuan LE •3rd
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Le Nhat Huy
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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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Nhi Duong

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