



Genet Laurent

General Director Audi Vietnam and Chairman Audi Cambodia, CFAO Country Director

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Genet Laurent · 3rd

General Director Audi Vietnam and Chairman Audi Cambodia, CFAO Country Director

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Audi Vietnam - CFAO Automotive

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**Programmation 2021 du Club Apm de
Saigon : Encore de très belles...**

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Experience

General Director

Audi Vietnam - CFAO Automotive


2006 – Present

· 15 yrs

Chairman

Audi Cambodia
Sep 2014 – Present
· 6 yrs 8 mos
Phnom Penh

CFAO Country Director - Audi Vietnam and Cambodia

 CFAO Automotive
Jan 2014 – Present
· 7 yrs 4 mos
Ho Chi Minh City

General Director - Maubeuge Branch

Renault Retail Group
2003 – 2006
· 3 yrs

ASEAN Operations Manager

Renault ASEAN
Sep 2000 – Sep 2003
· 3 yrs 1 mo
Singapore


Sales, Marketing and Network development in ASEAN (appointed Tan Chong in Malaysia, launched Renault with Indomobil in Indonesia, developed Renault with Exklusiv in Singapore and Brunei)

Education

CESEM - Groupe ESC Reims

DESEM, European Business Administration
1981 – 1985

Middlesex University

 BAEB, marketing, international finance
1983 – 1985

Middlesex Polytechnic / Business School

BA EBA, European Business Administration
1981 – 1985
Activities and Societies: Role Playing Games society

Skills & endorsements

Automotive . 31



Endorsed by Neil Whitehead, who is highly skilled at this

Business Strategy . 20

Endorsed by Krister Kling and 1 other who is highly skilled at this

Business Planning . 17

Michael Hu and 16 connections have given endorsements for this skill

Industry Knowledge

Marketing Strategy . 13

International Business . 8

Retail . 7

International Sales . 7

Sales Management . 6

New Business Development . 5

Business Development . 5

Marketing Management . 4

Market Analysis . 3

Market Research . 2

Marketing . 1

Interpersonal Skills

Negotiation . 11

Team Management . 3

Management . 2

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Recommendations

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Adept A. Lenggana Widiarsa
John Deere Sales Operation - Wahana Inti
Selaras - Indonesia

May 20, 2015, Genet worked with Adept A. in
different groups

Adept demonstrated a dynamic and proactive approach to marketing communication at the early stage of Renault Indonesia start-up within Indomobil Group.



Michael Waibel
senior researcher at University of Hamburg

July 31, 2014, Genet was a client of Michael's

As Audi Vietnam, we sponsored Dr Waibel's book Ho Chi Minh City MEGACITY based on his obvious skills as urban planner, track record as editor and mutual trust when we first met. His outstanding public and press relations acumen became even more apparent at the book launch meetings in Vietna... [See more](#)

Accomplishments

Honor & Award

ELLE Vietnam STYLE Businessman Of The Year 2016 award

1
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Organization

Association pour le Progres du Management (APM)



Interests

AUDI AG



1,128,526 followers

Atheneum



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Nicolas Bordas

Vice President International at TBWA/Worldwide - Board Member at OMNICOM Et



226,437 followers

Katya Andresen

Head of Marketing & Customer Experience at Capital One | Strategy | Growth | Dig



1,271,537 followers

Volkswagen Group Singapore

3,613 followers



Luxury & Lifestyle Professionals



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General Director ECCO (VietNam) Ltd.

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Do Nguyen Vuong •3rd

General Director at Trend Motor Vietnam (Volkswagen Vietnam)

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Brad Kelly •3rd

Chairman VAMA at Vietnam Automotive Manufacturers Association

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Vincent Mourou •3rd

Founder / General Director at MAROU - Faiseurs de Chocolat

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Thibaut Giroux • 3rd

Chairman chez CCIFV (Chambre de Commerce & d'Industrie France-Vietnam) CEO of Stolz-Miras (Vietnam)

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People you may know



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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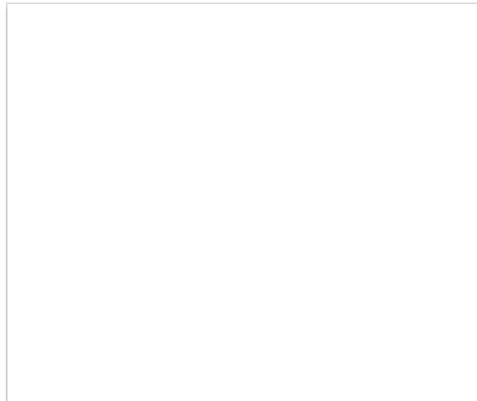
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