

Contact

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asia.convergencepoint.westcon.com/
(Company)
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Top Skills

People Management
Change Management
Digital Transformation

Languages

English (Professional Working)
Vietnamese (Native or Bilingual)

Certifications

Microsoft Challenger
Accessibility in Action
Microsoft Certified: Introduction to Data Science
Microsoft Certified: Dynamics 365 Fundamentals (CRM)

Nguyen Tran

Data and AI Consultant
Ho Chi Minh City Metropolitan Area

Summary

Nguyen is a passionate and seasoned professional with 17 years of experience in the ICT industry. He has evolved from an individual contributor at a system integrator to a people management position at a leading cloud firm, transitioning from Solution Sales to a Tech-Savvy role in AI & Data Analytics. As the former Country Manager of Microsoft Vietnam's SMB segment, Nguyen led the team through a period of "transforming while performing," making it the fastest-growing and largest segment of Microsoft Vietnam despite market challenges. Recognizing the beauty of Data & AI, Nguyen transitioned to the role of Data & AI Specialist, becoming a trusted advisor for many local corporations in Vietnam and securing significant wins for Microsoft Vietnam.

Nguyen combines sharp business acumen with a structured and pragmatic approach, turning potential into a proven sales track record. With deep expertise in technology solutions, channel development, and operations, he excels in managing teams within matrix structures. For Nguyen, sales is a blend of art and science, as demonstrated by his headline wins in Data & AI and his ability to build scalable engines, just as he did as a Country SMB Lead.

Nguyen began his career at Microsoft as an Education Channel Lead, playing a critical role in driving digital transformation initiatives for academic institutes nationwide. He was then promoted to Corporate Sales Manager, supporting corporate accounts in successfully adopting the Microsoft Cloud Platform. With an ambition to drive higher impact, Nguyen became a Partner Cloud Program Manager, contributing to business sustainability at the country level by leading change at key partners. After two years of success as a Partner Manager, he returned to the field to transform the SMB segment into the fastest-growing and largest segment of Microsoft Vietnam. As Data & AI became a hot but chaotic market, Nguyen transitioned to the role of Data & AI Specialist, helping local

corporations achieve more with pioneering solutions like Microsoft Fabric and Azure Open AI.

Nguyen embodies the spirit of both an individual gladiator and an inspiring leader, capable of driving success and innovation in a sustainable model.

Experience

Microsoft

9 years 10 months

Senior Data and AI Solution Specialist

October 2023 - Present (1 year 6 months)

Ho Chi Minh City Metropolitan Area

****Achievements****

- Over-achieved quota for FY24, securing numerous lighthouse wins with the newly launched data analytics platforms, Microsoft Fabric and Azure Open AI for the top accounts of in-charge territory. These achievements help to set the fundamentals for the local market, establishing a strong foundation for future growth not only for Microsoft but also for the partner ecosystem.

****Responsibilities****

- Oversaw, shaped, and built the sales strategy and aspirations for Data & AI solutions for top accounts in the corporate segments.
- From a territory perspective, acted as both an individual role model and an orchestrator to secure lighthouse wins and build a winning formula, making it the new normal for the partner ecosystem to dominate the market.
- From an account perspective, inspired customers with data and AI, built business value roadmaps to help them leverage Microsoft data and AI solutions, and ensured continuous delivery of real value through partners.

From a partner perspective, acted as a trusted advisor, helping partners structure business plans and build sustainable business models to scale. Also served as a role model in driving change at partners by delivering inspiring solution training to upskill partner teams, providing guidance and best practice sharing on structuring and accelerating complex deals, and coaching partner sellers on adopting a value-added approach to accounts.

SMB Country Manager

January 2022 - September 2023 (1 year 9 months)

Vietnam

****Achievements****

- Drove SMB Vietnam to become one of the fastest-growing teams in APAC, achieving double-digit annual growth. Despite turbulent market conditions, organizational changes, and investment optimization, SMB emerged as the biggest and best segment of Microsoft Vietnam in FY23, winning the Segment of the Year award.

****Responsibilities****

- Oversaw, shaped, and implemented the country sales strategy and aspirations. Coordinated team operations with cross-functional teams both locally and regionally to drive the partner ecosystem, sales engines, and Through-Partner-Marketing. This effort aimed to transform local Small and Medium Businesses into the digital economy by leveraging Microsoft's Cloud Platform, including Modern Work & Security, Azure, and Business Applications.
- Led a team of over 15 members, covering Through Partner Marketing, Digital Sales, Solution Consulting, Orchestrations, and Channel Transformation. Focused on achieving excellence in all business aspects, from competing to net new customer acquisition, adoption, upselling, and cross-selling.
- Directly engaged in driving security and Data/AI conversations with key customers. Identified and developed new business models to generate new mainstream revenue streams.

Partner Cloud Program Manager

July 2019 - December 2021 (2 years 6 months)

Ho Chi Minh City, Vietnam

****Achievements****

- Significantly grew designated partners' cloud revenue (Partner YoY% > 50%) and advanced partners' cloud practices, contributing substantially to Microsoft's overall growth.
- Fostered change at designated partners by designing and implementing Microsoft transformation scorecards, aligning with Microsoft's transformation strategies. This led to designated partners being awarded the Partner of the Year Prize in all transformation workloads and achieving sustainable growth alongside Microsoft.

****Responsibilities****

- Orchestrated alignment between Microsoft sales segments and partners' segments throughout the entire sales lifecycle, from demand generation to deal acceleration, deal closing, cloud adoption, and upselling to advanced workloads for key accounts.
- Acted as a trusted advisor, helping partners structure business plans and build sustainable business models in alignment with Microsoft's transformation strategies. Served as a role model in driving change at partners by delivering sales training to upskill the sales team, providing guidance and best practice sharing on structuring and accelerating complex deals, and coaching partner sellers on adopting a value-added approach to accounts.

Corporate Sales Lead

July 2018 - July 2019 (1 year 1 month)

Ho Chi Minh City Metropolitan Area

****Achievements****

- Awarded the "APAC Head of Class" for leading initiatives that exceeded all scorecard targets related to the Azure Cloud Platform, from IP Co-sell to Azure Customer Acquisition.
- Established foundational engines for driving Co-sell with key cloud partners, leading to the team being recognized as the top team in the region for year-over-year growth in cloud penetration rate.

****Responsibilities****

- Accountable for Cloud Revenue and Customer Acquisition targets across Modern Work & Security, Azure, and Business Application solution areas for a territory consisting of 150 named accounts.
- Lead the front sales team and collaborate with cross-functional teams, including Marketing, Digital Sales, and Partner Teams, to achieve excellence in net new customer acquisition, upselling, and cross-selling advanced workloads to existing customers in alignment with their digital transformation journey.
- Assist international ISVs in penetrating the Vietnam market and nurture their growth and expansion to ensure alignment with Microsoft's transformation framework.
- Act as a change agent by promoting a value-driven approach for both internal and partner sellers, orchestrating the implementation of new transformation programs launched by Microsoft.

Territory Sales Manager - Education
June 2015 - June 2018 (3 years 1 month)
Ho Chi Minh City Metropolitan Area

****Achievements****

- Played a key role in leading the team to exceed targets in the first year, winning the WW Top Sub for the in-charged territory.
- Contributed significantly to the team retiring the quota after the first half of the second year, earning the Runner-Up position for WW Top Sub for the in-charged territory.
- Enabled digital transformation through partner's Azure cloud IP solutions and Cloud ERP, achieving lighthouse wins in the third year.

****Responsibilities****

- Held overall responsibility for developing strategies to drive the transformation of the partner ecosystem in the in-charged territory, paving the way for a myriad of vertical solutions to support customers during their digital transformation journey.
- Assisted international Independent Software Vendors (ISVs) in penetrating the Vietnam market.
- Led the entire sales lifecycle professionally, from demand generation through prospecting, accelerating, negotiating, and closing.

Westcon
Sales Manager
June 2010 - March 2015 (4 years 10 months)
Ho Chi Minh City Metropolitan Area

****Achievements****

- Honored with two consecutive President's Club Awards in 2012 and 2013 for surpassing team sales targets by 30% in FY12 and FY13.

****Responsibilities****

- Led channel development to increase market share, directly following up with key accounts to secure lighthouse wins.
- Coordinated with partner sales resources to sell through partners to end-users.

ONE Corporation
Account Manager
June 2008 - June 2010 (2 years 1 month)
Ho Chi Minh City Metropolitan Area

Education

Vietnam National University, HCMC
BA, Management of Information System · (2004 - 2008)

Ho Chi Minh City Open University
Master of Business Administration - MBA, Business
Administration · (2011 - 2014)

Ho Chi Minh City Open University
PhD Student, Business Administration and Management, General · (January
2022)