Lê Vĩnh Phát

Software Sales Manager

Year of birth: 1992

Education

Bachelor of International Business Administration, and minor in Marketing.
University of Central Oklahoma, USA.

Go Vap, HCM city

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Work Experience

- **Sales and Marketing Manager for Cadena Vietnam** (Software company from the Netherlands) (May 2019 – July 2023) (~4 years)
  - Global software market penetration / SaaS and Cloud-based software market
  - Sales lead generation and management
  - Business partnership creation and management
  - **B2B sales** and market expansion (SEA countries, US, AUS)

- ➢ B2B Marketing campaigns, SEO SEM
- ➢ Work with product teams (Dev, BA, QC)
- ➢ Closing sales deals from big corporations
- ➢ Report and work directly with the CEO (Dutch) on long-term strategies

- o **Sales Executive at RedWeb** (Software company from the Denmark) (Jan 2019 – April 2019)

Work Experience in The United States:
- o Walmart Corp: Marketing Specialist – Customer insight (Dec 2016 – Dec 2017) (1 year)
- o OKC – Health Department – Social media Manager (Dec 2017- Nov 2018) (1 year)

Over the course of five years in the United States, I held multiple positions, including several management roles, in both government and private sectors. These diverse experiences provided me with a broad perspective on successful organizational operations and valuable lessons on leadership development.

Since returning to Vietnam in 2018, I have served as the HRM product manager and Sales Marketing Manager at Cadena Vietnam. This role has allowed me to learn from

talented colleagues and a dynamic environment, further enhancing my professional expertise.

Other Important Skills

o   Creative social media marketing and engaging content creation

o   **English language proficiency at a native level**

o   Basic 3D modeling using Blender.

o   Adobe Photoshop and film editing skills.

o   Extensive network and connections in US, SEA

o   **Strong connections within the HR communities** in Vietnam (HR managers, directors) >>> contact to decision makers within companies about software implementation and purchase