

# PHAM TRUNG TINH

## PERSONAL INFORMATION

Name: Pham Trung Tinh

Date of birth: 10<sup>th</sup> September 1979 (39 years old)

Gender: Male

Nationality: Vietnamese

Married: With 11 yrs. old son + 8 yrs. old daughter

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## PROFILE & WORKING MIND SET

With nearly 15 years' experience in automotive industrial, especially, was educated well by Japanese top level companies/brands - Honda motor and Nissan motor limited.

Direct Working under top management of Japanese, Dennis, and Malaysian.

Working mind set: Doing effort to be the most believable in the company.





### OUTSTANDING EXPERIENCES:







1. Have experienced to build up 2 big Japanese brands Honda and Nissan in Vietnam.
2. Have modern knowledge and professional working style.
3. Have ambition of building up new brand name
4. Can speak Japanese and understand Japanese culture






### STRENGTHENS OF WORKING SKILLS:

1. Management skill: good in coaching, communication, organization, problem solving, scheduling, motivating...
2. Sales skill: Planning, training, negotiation, big fleet handling, building good relationship with customers, dealers, agents...
3. Marketing/branding: Proven abilities and skills in public communication, promotion, social events conducting, online/digital marketing...
4. Dealer development: good relationship with big investors nationwide, apply high showroom standard for both hardware (facility) and software (manpower) for outstanding competitiveness.
5. Others: Professional with a positive attitude, high level of enthusiasm and creative energy. Group working or independently, extremely responsible, resourceful and reliable with all tasks and assignments.

## WORKING EXPERIENCE

Company/brand	Experienced	Achievement/Remark
 <p>Honda Vietnam - Motorbike</p>	<p><b>From Sep'02 to May'05 (3 years)</b></p> <p><b>Job title: Assistant to Senior Manager (Japanese)</b></p> <p><b>Main Job:</b></p> <ol style="list-style-type: none"> <li>1. Sales planning: responsible for short/mid - term target</li> <li>2. Analysis market/competitors result and make proposal for countermeasures.</li> <li>3. Manage nationwide HEAD sales operation: daily retail sales, stock and back order</li> <li>4. Sales &amp; marketing training to HEAD for HMMS course</li> <li>5. Co-ordinate with marketing department for branding &amp; CR activities: I love Vietnam campaign; Asimo show campaign, Honda fun fair...</li> <li>6. Budget management</li> </ol>	 <p><a href="http://www.honda.com.vn/toiyeuvietnam">www.honda.com.vn/toiyeuvietnam</a></p> <p>Developed I love Vietnam campaign</p>  <p>Handled Honda fun fair campaign</p>
 <p>Honda Vietnam - Automobile</p>	<p><b>From May'05 to May'09 (4 years)</b></p>  <p><b>Job title: Acting Manager of Sales and marketing for Automobile</b></p> <p><b>Main job:</b></p> <ol style="list-style-type: none"> <li>1. Dealer development: selecting dealer based on standardized conditions</li> <li>2. Set up dealer sales organization</li> <li>3. Develop business process</li> <li>4. Responsible for sales training</li> <li>5. Responsible for short &amp; mid-term business plan</li> <li>6. Responsible for production plan: volume &amp; color</li> <li>7. Responsible for stock allocation to dealer &amp; payment follow up</li> </ol>	 <p>Developed Honda automobile dealer network</p>

	<ol style="list-style-type: none"> <li>8. Budget management for sales operation</li> <li>9. Co-ordinate with marketing department to implement branding, advertisement, sales promotion, social events, digital marketing, email marketing...</li> <li>10. Co-ordinate with After sales department to implement services campaigns</li> <li>11. Co-ordinate with logistic department for vehicle delivery management</li> <li>12. Other assignments and projects</li> </ol>	 <p>Responsible for company and dealer sales achievement</p>
 <p>Nissan Vietnam Limited</p>	<p><b>From May'09 to current (8 years, 1 month)</b></p> <div data-bbox="539 846 981 1120">  <p><b>Pham Trung Tinh</b> Sales Manager Fleet &amp; Corporate Sales Manager</p> <hr/> <p><b>NISSAN VIETNAM CO., LTD.</b> 3<sup>rd</sup> Floor, PVI Tower, No.1 Pham Van Bach Street, Yen Hoa Ward, Cau Giay District, Hanoi Phone: (+84) (4) 7301 1333 Fax: (+84) (4) 7302 2333 Mobile: (+84) 90 488 5009 Email: tinh.pham@nissan.com.vn Website: www.nissan.com.vn Tax code: 0103008177</p> </div> <p><b>Job title: Sales Manager</b></p> <p><b>Main job:</b></p> <ol style="list-style-type: none"> <li>1. Develop company business process</li> <li>2. Responsible for short &amp; mid-term business plan</li> <li>3. Responsible for production plan: model volume &amp; color</li> <li>4. Responsible for stock allocation to dealer</li> <li>5. Follow dealer payment</li> <li>6. Budget management</li> <li>7. Responsible for implementation of NSSW (Nissan Sales &amp; Services Way) to internal &amp; dealer network</li> <li>8. Responsible for implementation of S-DOM (Sales-Dealer Operation Mandatory)</li> <li>9. Dealer development: selecting dealer based on standardized conditions</li> <li>10. Set up dealer sales organization and personal job description</li> <li>11. Conduct sales training: Nissan brand training, customer handling process, product training, customer complaint handling and hospitality training courses</li> </ol>	 <p>Developed Nissan dealer network</p>  <p>Launch Nissan products</p>  <p>Welcome Mr. Carlos Ghosn – Nissan CEO</p>

	<ol style="list-style-type: none"> <li>12. Co-ordinate with marketing department to implement branding, advertisement, sales promotion, social events, digital marketing, email marketing...</li> <li>13. Co-ordinate with After sales department to implement services campaigns</li> <li>14. Coordinate with logistic (SCM) department for car delivery to dealer nationwide</li> <li>15. Started Infiniti brand in Vietnam: studied luxury market, finding showroom, set up personnel...</li> <li>16. Conducted CS survey and improve customer satisfaction</li> <li>17. Responsible for fleet sales</li> <li>18. Responsible for corporate sales with business partners (banks, insurances, car forums, affiliated companies...)</li> <li>19. And other projects &amp; assignment from BOD</li> </ol>	 <p>Handled Mai Linh taxi for fleet sales of thousands Nissan cars from 2011 to 2017</p>  <p>Closed fleet sales of 200 units Navara to Viettel corp; 302 units to Ministry of Defense; 200 units to social bank; and other fleet to Ministry of public security; MOH; MOF...</p>
	<p><b>From June 2017 to now</b>  <b>SONGHONG international human resource and trading company.</b></p> <p>Market development Manager</p> <ul style="list-style-type: none"> <li>- Working with Japanese cooperatives for human resource cooperation contract.</li> <li>- Recruit Vietnamese young labour and student.</li> <li>- Conduct Japanese training before entering Japan.</li> <li>- Support Vietnamese labour and student in Japan for life and work...</li> </ul>	 

**MY EXPECTATION POSITION**

- Salary: more than JPY300,000 per month (depended on job)
- Working hour: negotiable
- Working place: the first priority is Tokyo/Nagoya/Osaka or other provinces at KANTO, KANSAI , CHUBU
- Job: Vietnam related trading, business, management...
  - Collaborate with Japanese companies to invest in Vietnam
  - Support Vietnamese investors for business in Japan
  - Transfer of technology and equipment from Japan
  - Purchase special vehicles (ambulances, cash carrying vehicles ...) and automobiles spare parts from Japan
  - Consulting for labor export, Vietnamese students to Japan
  - Programs on culture, education, health... between Japan & Vietnam

Other expectation: company support for living house and transportation.

## EDUCATION & LANGUAGES

1998 – 2002: Bachelor of Japanese – Hanoi foreign languages university

2005 – 2008: Economic - foreign Relations – Foreign Trade University

### Other important training courses & certificates:

No	Year	Month	Training courses - Certificates - Qualifications
1	2002	7	Bachelor of Japanese – Hanoi foreign languages university
2	2009	2	Certificated by Nissan Motor Japan – Area Manager Training
3	2009	10	Certificate by Nissan Middle East for Customer Handling Training - The standard course for Trainer
4	2011	10	Certificate by Nissan Middle East for Advanced Customer Handling Training - The course for Trainer
5	2009	8	Certificate for effective presentation skill
6	2010	11	Certificate for first step to management - supervisory skill
7	2010	7	Certificate for Key account management
8	2005	5	Total Quality Management (TQM) by Honda Motor Japan
9	2005	5	Honda marketing and Management seminar (HMMS) by Honda Motor Japan
10	2006	3	Product/hospitality/complaint handling courses by Honda Motor Japan
11	2009	8	N-CAM (NSC Competitive Advantage Map) the guideline for set up automobile business of Nissan worldwide
12	2009	9	S-DOM (Sales – Dealer Operation Mandatory) by Nissan Motor Japan

### Languages:

- Vietnamese – mother tongue
- Japanese – N2 level
- English - Good enough for working with foreigner

**Computer skill:** professional & good for working

### References:

1. Mr. Ho Hai An – Honda Vietnam’s Director +84211-3868-888
2. Mr. Teh Kim Hwa – Nissan Vietnam’s Director +8424-7301-1333

Thank you very much and best regards.

Pham Trung Tinh