

NY BUI

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EDUCATION

UNIVERSITY OF GEORGIA, TERRY COLLEGE OF BUSINESS, Athens, GA 2019-2021
MBA – Business Analytics, Operations Management

- Terry Excellence Scholarship, Merit-based scholarship and full tuition waiver, Graduate assistantship.

THE UNIVERSITY OF DANANG, UNIVERSITY OF ECONOMICS, Danang, Vietnam 2009-2013
BA – International Business Administration

- Graduated Top 5% of Class. Co-founder & CEO, Danang Shopping Fair.

EXPERIENCE

DAT BIKE CORPORATION 2018-2019

A Silicon Valley-based tech startup manufacturing the most advanced electric motorbikes

Product Manager

- Led cross-functional teams from product conception through launch and multiple iterations, delivering product 2 weeks ahead of schedule.
- Devised go-to-market strategy via market analysis, growing company from 0 to 100 customers in 4 months.
- Analyzed vendors' pricing policies and negotiated contracts with suppliers, reducing cost of materials by 5% and increasing suppliers from 5 to 50 within 6 months.
- Streamlined expense management process by analyzing working process and designing expense template, decreasing reporting time by 4 hours/day.
- Collaborated closely with CEO on product vision and strategy, communication with stakeholders, and fundraising with foreign and domestic investors.

VEXERE.COM 2016-2018

The largest online ticketing and logistics platform in Vietnam

Business Development Manager

- Led 3-member team to analyze market data, redesign expansion strategies, and expand product market to Cambodia and Vietnam, increasing sales revenue by 50% within 3 months.
- Facilitated cross-functional teams (Product, Marketing, and Engineer) to restructure digital strategy, website platform, and software solutions, boosting online customers by 20%.
- Enhanced sales capabilities of staff by redesigning training program; initiated one-on-one coaching sessions for junior members.

LAFARGEHOLCIM 2014-2016

Business Development Associate (2015-2016)

- Strengthened strategic collaboration with key accounts by leading process improvement projects and integrating data analytics, helping the company become the sole vendor of all key accounts.
- Conducted extensive market research, analyzed customers' data, forecast sales volume with planning horizon, and negotiated to win new contracts, achieving 110% of 2015 sales target of \$1M.

Leadership Development Program (2014-2015)

- Selected as one of 10 trainees from 1000+ applicants; promoted to Associate position after one year.
- Won 3 new customers and grew share of wallet by 15% via value-based selling, and effective negotiations.

ADDITIONAL INFORMATION

- Technical skills: SQL, Tableau, MS Excel and PowerPoint.
- Sharing The Life Charity: Volunteer, Strategic Planning and Fundraising. Interests: Running 5 & 10Ks.