



# NGUYỄN PHƯỚC HỒNG ÂN

## Operation Director

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## Qualification

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**Education:** National Institute of Information Technology (NIIT VN)

**Soft skill:** Tech-based solution, Analysis, Project management, Strategic thinking, Team work, Multitasking, English communication

## Work Experience

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2022 - 2/2023

### Operation Director

25 FIT

- Manage daily operation of 40 studios with 200 staff in HCM, HN and DN.
- Setup and ensure consistent standards and KPIs across system.
- Recruit, training and maintain Operation Management team including Supervisors, Manager.
- Setup and maintain high-class service to customer, also lead Customer Service team.
- Strategic planning and implementation in terms of operating model, resource, customer policy.
- Manage P&L for the operation system.
- Provide idea, plan to BOD to improve service quality and system effectiveness.

2019 - 2022

### Group Operation Manager

Saigon Eyes Hospital

- Work closely with hospitals for the successful identification and realization of business development initiatives to increase revenues, profitability, service offerings and patient service opportunities in support of the company's overall goals
- Implement together with hospitals operations the business and operational strategy with defined goals for implementation.
- Participate to all projects at the corporate levels to improve the EBITDA of the hospitals
- Support the hospital COOs to attract, retain and develop top talent; focusing on succession planning and the cultivation of a best-in-class leadership team
- Align communications, resources and processes to ensure that strategic priorities yield sustainable results.
- Assistant to Group COO to organize bi-weekly, monthly meeting with hospitals/ clinic, ensure phone, attendants ready for the meeting.

2018 - 2019

## Area Operation Manager

Kim Dental

### Business Management:

- Propose ideas for revenue/margin KPI
- Expense management for assigned clinics
- Responsible for clinic P&L
- KPI implementation

### Products/Services:

- Effectively implement all products and service in clinics
- Propose ideas to standardize/develop products and service of Kim

### Marketing activities:

- Monitor all marketing activities happens at clinic
- Coordinate with Marketing team for activities implementation
- Propose ideas to build up Marketing plan/activities for clinic

### Customer Care:

- Monitor Customer Care service
- Monitor Loyalty Program (Customer card)
- Coordinate with Call Center to standardize Customer Care services
- Coordinate to take care Loyalty Customer
- Improve Customer Experience/Satisfaction at clinic

### Human Resource Management:

- Human resource management (e.g. Dentist, nurse, receptionist, house-maid, security)
- Coordinate with HR department for recruitment, training and talent development for new resource
- Ensure the effectiveness and maximization of current resource
- Evaluate and classify resource at clinic

### SOPs:

- Propose ideas to build up and standardize SOP for daily operation
- Monitor the implementation & compliance

### External affair:

- Keep good relationship with local authorities
- Coordinate with other department for problem solving if required

### Reporting:

- Update, consolidate and report all situation at clinic in routine or when required

2015 - 2018

## Tender Manager

Sandoz VN

- Prepare future tender participation plan through Tender data intelligence: competitor/market/distributor data collection and analysis.
- Host monthly review meeting to proactively prepare for important upcoming tenders with relevant function: KAM/FF managers/CH/SC/Finance.
- Propose and get approval of relevant functions on the quarter tender discount guidance and ad-hoc discount scheme for non-tender channel.
- Propose and get approval for individual tender discount on time.
- Follow up with tender results and monitor tender winning rate and utilization rate of commercial team.
- Tender supply: Support team to improve forecast accuracy based on tender and history sales information.
- Monitor and analyse competitor trend and pricing in tender and retail market.
- Prepare business reports of related fields: Monthly Business Review Meeting, Channel Dashboard.
- Build the stakeholders map and operational plan to prepare for National Tenders through field presence.

2013 - 2015

## Client Operation Manager

DKSH VN

- Regular Clients business meetings/communication to monitor and review business operations in line with agreed objectives.
- Collaboration with functional departments for commercial and operation support and acting as an arm of Clients to support for the achievement of objective sales and distribution targets within assigned clients for the mutual business growth.
- Understand the need of clients to identify and develop of new business opportunities for company such as VAS, extension of portfolio of assigned clients.
- On-going evaluation of client services and development of recommendations and alternatives to drive the improvement of Clients services and working process of functional departments.
- Maintain and develop relationships with the assigned clients.
- Understand market environment (climate/trends) to give market insight to clients.
- Establish collaborative working relationships with functional departments.
- Provide inputs for BD to ensure for the success in renewal DA.
- Monitor market intelligent of competitor activity.
- Contribute to control of expenses within defined limits of the dept.
- To participate and support any teamwork activities.
- Assist in all others duties/projects as directed from superior from time to time.

## References

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Phạm Hoàng Long

CEO & Cofounder - 25 FIT

Phone No.: 0986 090 202

Nguyễn Tuấn Nghĩa

Head of Marketing Access and Operation - Abbott Vietnam

Phone No.: 0903 838 513

Hồ Thị Kim Ngân

Senior Manager, Client Management - DKSH Vietnam

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