



TIN VU

BACKGROUND

Tin is a business leader with 25 years of experience in leadership roles at country and regional level.

He has working experience in both multinational and local environment; in commercial, healthtech, clinical service, and manufacturing areas. He also has proven track records in general management, operational management, P&L management, business development/ restructuring, distribution and channel development, KOL and account management. He used to lead multidisciplinary teams up to hundreds of staff.

Tin is identified as a strong leadership, result-oriented manager, who always do his best for a productive, supportive, and respectful working environment.

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SPECIALTY

General Management

- Harmonize resources in long-term strategy with a customer-centric focus and result-oriented mindset.

Commercial Management

- Manage P&L effectively. Accelerate business growth through strategic resource allocation and reconciliation.
- Drive the go-to-market business model.
- Leverage the distributor system and implement mutual growth plans with business partners.

Operational Management

- Optimize the organization's business model and internal processes & SOPs to ensure sustainability and accelerate the achievement of success metrics.
- Act as an integrator across functional teams to ensure work streams are connected and overarching business objectives are achieved.
- Lead performance monitoring, analysis, and reporting, while identifying and deploying improvement opportunities.

People Management

- Build and develop talents.
- Treat education (for staffs and customers) as a key source of growth for business and organization.

EDUCATION

MBA 2005-2007

- Solvay Brussels School of Economics and Management (2-year attendant)

B.S, Pharmacist 1994-1999

- Ho Chi Minh City University of Medicine and Pharmacy

EXPERIENCE

CODUPHA

(CÔNG TY CP DƯỢC PHẨM TRUNG ƯƠNG
CODUPHA)

Vietnam

Mar-2022 until now

DIRECTOR OF BUSINESS OPERATION

- Founded in 1976, Codupha is a half-century-old company that has grown into a US\$130 million business, covering the nationwide market in Vietnam with 500 employees. It is regarded as one of the top commercial service providers for pharmaceutical and healthcare businesses in Vietnam, consistently ranking among the top 10 pharmaceutical companies in the country.
- Codupha is a member of the Vietnam Pharmaceutical Corporation (Vinapharm). Previously under the Vietnam Ministry of Health, its state capital shares are now managed by SCIC.

TELIO VIETNAM

HCMC & Hanoi, Vietnam

Feb-2021 to Dec-2021

VERTICAL HEAD - HEALTHCARE

- Telio is a B2B e-commerce platform designed to support and enhance small retailers. The Telio Healthcare vertical aims to:
- Drive **digital transformation** in the healthcare market,
 - **Eliminate intermediate layers** in pharmaceutical distribution, Help consumers purchase drugs and personal care products at lower costs with greater benefits.
 - Enhance **real-time transparency** of drug and healthcare product **prices**.
- Telio plans to expand with B2C modules and improve integration with other platforms, building a B2B2C healthcare ecosystem that benefits all players in the healthcare/pharmaceutical distribution value chain, including suppliers, distributors, retailers, and consumers.

DKG PHARMA

HCMC & Kien Giang, Vietnam

Jun-2018 to Dec-2020

CHIEF EXECUTIVE OFFICER

- **Project management** of a WHO-GMP Manufacturing Plant:
 - This is for a plant with oral solid dosage, oral liquid, topical cream production lines.
 - Completed design and total investment estimation with Sagen. The construction has started with pile foundation.
 - R&D has completed 80% of the workload for the first 40+ dossiers.The project has been temporarily paused due to financial issues and the COVID-19 situation.
- Build **commercial business** from scratch:

Tender business coverage in the Mekong Delta, partnering with outsourced vendors and cooperators to achieve \$1.8M in the first year, with an aggressive goal of doubling growth in subsequent years in terms of revenue, territory, and personnel.

PHYTO PHARMA JSC.
(CÔNG TY CP DƯỢC LIỆU TRUNG ƯƠNG 2)
PHYTO PHARMA SAIGON LTD.
HCMC, Vietnam
Jan-2016 to Dec-2017

DEPUTY CEO cum MANAGING DIRECTOR

- **Core business enhancement**

- Improved margins by standardizing services for custom clearance, logistics, distribution, and credit management.
- Increased collaboration with key players in pharma logistics, including Dong A Pharma and GSDP, to maximize service quality and profit generation.

- **New business development**

- Established a medical device registration service group following the implementation of Decree No. 36.
- Developed the Phyto Pharma Saigon branch into an effective unit for tender-related, financial, and distribution services.
- Expanded the business portfolio to include medical devices, herbal products, and health supplements, offering full-agency services.

3M VIETNAM
HEALTH CARE BUSINESS
HCMC, Vietnam
Jun-2012 to Dec-2015

COUNTRY BUSINESS LEADER

- **P&L management**

- Accelerated revenue growth by 5X in 4 years.
- Improved operating income by over 50%.
- Upgraded sales productivity from \$140K to \$200K per headcount.

- Expanded **distribution coverage** to 80% of key hospitals and 54/64 provinces to drive sales growth.

- **People Management**

- Implemented a 20% annual internal succession/promotion plan.
- Built a highly productive business team of 20 staffs, collaborating with distributors' teams of over 80 staffs, across 5 divisions: skin & wound care, infection prevention, orthodontics, oral care, and food safety.

- Restructured the distribution network and refined the **go-to-market** business model with channel partners to achieve nationwide coverage.

- Led product production and localization efforts

AN KHANG PHARMA
HCMC, Vietnam
Oct-2001 to Mar-2012

VICE DIRECTOR

- Built a nationwide distribution network with 40+ business partners, covering all provinces for tender business.
- Developed a highly productive team of 80+ salesmen for the ethical business portfolio.
- Provided sales and marketing services as the exclusive agent for Ferrer Grupo, Sarl Galien, Tedis, LG, Beecom, Daewon, Kwan Star...

ELI LILLY ASIA INC.
HCMC, Vietnam
Aug-2000 to Sep-2001

CLINICAL RESEARCH ADMINISTRATOR

- Conducted a Phase IV regional (Asia Pacific) clinical study for Gemzar and other post-market clinical programs for various brands.
- Established and launched the Vietnam Pharmacovigilance system.

Aug-1999 to Jul-2000

MEDICAL REPRESENTATIVE

- Managed the oncology product line.
- Achieved best seller status for several months and was recognized as the top-performing employee of the year.