



Lê Văn Lợi

Live – Learn – Leave a Legacy

Date of Birth : 16/12/1981
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OBJECTIVE

My objective is to leverage my experience while continuing to be challenged.

EDUCATION

1999 to 2003

Bachelor of Telecoms Institute of Posts & Telecoms Technology in HCMC

2000 to 2004

Bachelor of Business Administration - HCMC University of Technology

7/2011 - 9/2011

Chief Executive Officer Certification - Institute of Finance & Administration

COMPETENCIES

- Managerial Skills & People Development
- Strategic thinking & leadership skills
- Ability to work independently under pressure.
- Creative and good ability to identify, prioritize and meet deadlines.
- Customer focus
- Continuous improvement behaviour
- Energetic, highly motivated, with an enquiring mind and passion for excellence and innovation in pursuit of business growth and success.

WORK EXPERIENCE

1. Apr 2024 – Present

MediUSA Co, Ltd (www.MediUSA.vn)

COO – Chief Operations Officer, Vietnam.

Accountabilities:

- Built and developed a nationwide sales team (Medical Reps, ASMs, Admins); defined clear structures, processes, and growth roadmap.
- Designed and implemented training programs on sales mindset, product knowledge, and field coaching.
- Set up performance management systems: KPIs, discipline control, and weekly/monthly evaluations.
- Led business planning, target allocation, and real-time strategy adjustments by region.
- Conducted competitor analysis and implemented effective Trade Marketing and pricing strategies.
- Oversaw daily sales operations, resolved market issues, and managed key customer relationships.
- Fostered a strong team culture through core values, recognition, and team engagement activities.
- Drove revenue growth through market expansion, GT/MT/Online channels, and digital tools (CRM, BI).

2. Jul 2020 – Jan 2024

NHAT NHAT PHARMA CO., LTD - NHATNHAT.COM

Central Branch Manager

Accountabilities:

- Market Development and Sales Management

- Develop monthly, quarterly, and annual business plans for the region.
- Allocate sales targets and oversee the implementation of sales programs and company policies.
- Monitor and analyze market trends and competitor activities to provide strategic insights to senior management.

REFERENCE

Mr. Arnaud

- Commercial Director of VPM

Mrs. Loan Vo

- HR Manager of VPM

Tran Minh Quoc

- Route to Market Manager of VPM

CERTIFICATION

1. Chief Executive Officer



2. 7 key behaviors



3. Google Prompting Essentials
4. AI in Education by University of Glasgrow
5. Prompt Engineer for ChatGPT
6. AI for Marketer

- Identify, develop, and expand sales territories and routes.

- **Customer and Partner Relationship Management**

- Build and expand the distribution network in alignment with corporate objectives.
- Maintain and strengthen relationships with customers, including pharmacies, retail chains, and distributors.
- Address and resolve customer complaints in accordance with company guidelines.
- Take responsibility for pricing within the managed region.

- **Reporting and Analytics**

- Prepare and present periodic business performance reports (weekly, monthly, quarterly, annually).
- Produce ad hoc reports as requested by senior management.

- **Team Development and Management**

- Recruit and collaborate on hiring processes for regional personnel.
- Lead training initiatives to enhance team skills and monitor post-training performance.
- Utilize the DMS system to effectively manage and oversee team operations.

- **Other Responsibilities**

- Execute tasks as assigned by direct managers and comply with corporate requirements.

3. Nov 2018 – Jun 2020

LINKHOUSEMIENTRUNG REAL ESTATE JSC –

WWW.LINKHOUSEMIENTRUNG.COM.VN

Business Development Manager

Manage a team of 120 headcounts.

Accountabilities:

- Developing strategy, tactics, sales plans and profit targets
- Developing relationships with clients
- Identifying and reporting on business opportunities in target markets
- Representing the business at conferences, trade fairs and networking events
- Maximising new business development opportunities
- Propose a trade program for each project.

4. Apr 2014 – Oct 2018

PHILIP MORRIS INTERNATIONAL - WWW.PMI.COM

Central Manager

- Project leader for rerouting project in 2017 & 2018
- Relocated to Ho Chi Minh City as a trade executive for 1 year.

Manage 80 headcounts.

Accountabilities:

- Propose and execute operational plans in line with commercial strategy. Optimize the resources of FSF and EZD across all channels.
- Assigned targets to directed report & ensure to deliver the volume & KPIs on daily operation
- Review and report objectives, volume and monitor field force effectiveness and performance.
- Identify issues and opportunities to continuously improve operational plans.
- Weekly/monthly meeting to review territories & take action plans for the next steps.
- Work with TM to continue to identify opportunity areas for growth
- Provide coaching and direction to FSF. Support development through on the job training & provide timely feedback & build talent.
- Review and communicate identified talents progression formally every 6 months versus specifically designed development plan.
- Ensure that the implementation of sales activities and new launch of products are done according to the given guidelines and given set of objectives.
- Monitor and report on all relevant market information to provide an awareness leading to the development of portfolio strategies.
- Uphold corporate integrity and values while ensuring all activities comply with policies and procedures
- Building the good relationship with the distributors & key partners to ensure to gain full support.

Key achievements:

- New product launch of Champion Slim: SOM reached the highest of all 36 cities for 1 year launching (1.4)
- Achieved yearly volume (111% vs. target)
- Developing people: 2 central sales managers & 2 ASMs
- 7 key behaviors award: Agility in Dec – 2016

5. Apr 2011 – Mar 2014

AN VIEN GROUP - AREA SALES MANAGER – FROM QUANG NAM TO QUANG BINH

An Vien Group (AVG) is a payment television service provider that is using Satellite & Ground Station to transmit TV channels to customers.

Accountabilities:

- Manage distributors from Quang Nam to Quang Binh & deliver the volume target.
- Provide executed plans to distributors about stocks, technical support, training, after sales & all related processes on-cycle visits.
- Coordinate with support team to set up a sample package for all KOLs of government boards from Quang Ngai to Quang Binh.
- Recruit new agencies to support distributors
- Timely review & report the area performance to Branch Director & propose the trade program to develop the assigned territory.

Key achievement:

- Increased the subscribers from 0 to 12,000 in the end of 2013
- Customers have known An Vien TV as a second brand before K+.

6. Apr 2009 – Mar 2011

CT ASIA THAILAND

Business Development Manager (B2B) – Nationwide in Vietnam.

Accountabilities:

- Responsible for the management of sales and relationship to the assigned customers / markets
- Acting as the point of contact, maintaining good relationship with the customers, understanding customers' demands and preparing plan to meet the customers' demand
- Giving sales presentations to customers' executives.
- Develop account development strategy and planning
- Manage and solve conflicts with clients.
- Identify new sales opportunities within existing accounts (including upselling and cross selling)
- Interact and coordinate with the sales team and the delivery team of the accounts
- Coordinate with sales and presales team to provide proposals for new opportunities

Key achievements:

- Secured major projects in Vietnam: Ban Viet Capital (Contact Center Solution), KFC Vietnam (Home delivery solution & Contact Center Solution).

7. May 2003 – Mar 2009

VIETTEL CORPORATION

Sales Executive & POS Manager – Viettel Post - Logistic

Accountabilities:

- Maintain the current customers & building the good relationship to increase the sales volume.
- Find the new customers to ensure the growth of territory.
- Make appointments with appropriate persons in charge in potential customers.
- Follow the Quality of service to ensure the commitments with customers.
- Timely feedback the customers' complaints deal with quality of service.
- Keep good communication with existing customers and give an appropriate feedback to internal teams from customers.
- Attain and exceed individual and team sales targets.