

## TRAINER PROFILE

## LE DUY QUANG

### PERSONAL DETAILS



Gender: Male  
Nationality: Vietnamese  
Languages: Vietnamese  
English

### QUALIFICATIONS

- Ph.D Researcher, Tarlac University
- EMBA - Sales & Marketing - London Business School
- Applied marketing program, Costco - USA
- B.A - Foreign Trade - Foreign Trade University
- B.A - English linguistic and Literature - The University of Social Sciences and Humanities
- Brand Passion, Shenzhen - China, by Diageo
- Diageo Ways of Building Brands, Singapore, by Diageo
- Diageo Ways of Selling, Singapore, by Diageo
- Wholesales Management, Paris - France, by Carrefour Group
- Appealing Customer Service, Paris - France, by Metro Cash & Carry
- Strategic Marketing Management; Seoul - S. Korea
- Case Management System, Singapore, by International SOS
- Lead Without Title, by Robin Sharma in Singapore
- Building Service Partnerships, by Ron Kaufman in Malaysia

### IN BRIEF

- 12-year experience in sales & marketing strategy management for both FMCG and Industrial products
- 3 years working with BCG in implementing strategy for state-owned corporations
- International Media Representative for CNN, Fortune Global
- Managing Partners, Novaliches Vietnam Company- Business alliance of Superbrands, Sports Revolution Asia
- Product Development Director of egood, Apps Developer for smart phone
- Senior Consultant and Workshop Facilitator for almost biggest companies in Vietnam (list attached)
- 10 years involved with the design and development of business performance management and evaluation programs

## **PROFESSIONAL EXPERIENCES**

Quang is known in the market as a natural motivator in both management and training. He delivers the training with high contents and high energy. Energy, motivation, inspiration, and passion are of his core principles/recipes of his training success. His objective in training is crucial and crystal clear that by the end of his session, participants will take actions to change in order to achieve greater results. He always strives to accomplish this in his every single training by adult learning approaches. He adds values with more than 14 years of experience and insights in business in both MNCs and his own entrepreneurship.

### **Claim to fame:**

- Quang was recognized as a pioneer in experiential marketing in Vietnam managing famous brands of Diageo such as Johnnie Walker, Tanqueray, Smirnoff and Baileys. He was awarded the title “The Top Achiever” with the success of mentoring program for Johnnie Walker in 2002.
- More than 10 years in managing sales and marketing for MNCs blended with 3 years working with the top consultancy in the world- Boston Consulting Group (BCG) made him a widely respected advisor for top management.
- In Nov 2007, Quang decided to become his own boss. He has invested in different business categories in manufacturing, distribution, real estate, and education. Particularly, he has devoted more time to pursue his excellence and passion in business training- consultancy and people development area.

## **SPECIALISED PROFESSIONAL COMPETENCE**

- Sales and Marketing strategy
- Strategic Leadership & Management
- Business Development Management
- Corporate Training Management
- Customer Services/ Relations Management
- Internal Communication
- Brand Passion
- Wholesales and retails business management
- Training/Workshop Design, Delivery and Facilitation
- Improving Personal Effectiveness and Productivity

## COURSES DELIVERIED MOST OFTEN

- Essential Management & Leadership
- Charismatic Business Presentation
- Customer Services/ Relations Management
- Problem Solving & Decision Making
- Competency Management Program
- Skills for Success (Time Management, Organizational skills, Stress Management, Communication skills)
- Effective Negotiation Skills
- Project Management
- Sales Force Management
- Distribution & Segmentation Strategy

## TRAINED COMPANIES

CANON	PRUDENTIAL	CUU LONG JOC	VINAGAME
BAT	BP	DIAGEO	LG
SAMSUNG	SCG	STARPRINT	AA
CORP	IFC MEKONG	DONGA BANK	MIZUHO BANK
DIANA	FPT	YAMAHA	TOYOTA
HT MOBILE	AKZO NOBEL	LAVIE	DIETHELM
VAN PHAT HUNG	ORIFLAME	FLOWER MEDIA	AN BINH SECURITIES
UNITED PHARMA	BIDV	VINAMILK	JTI
KPMG THAILAND	VICEM	SUZUKI	PACIFIC BANK
KAO VIETNAM	CHILDFUND	EDEN MALL	TECHNOCOM (Ukraine)
KIMBERLY CLARK	BLUESCOPE STEEL	EUROWINDOWS	SAINT-GOBAIN

CARAVELLE HOTEL	IDP	FORTUNA HOTEL	EFL GAS
LG CHEMICAL	DIGI-TEXX	MOBIFONE	HOLCIM
AWARENESS	SG VIET FINANCE	ANZ	DU PONT
COCA COLA	CFC	MILITARY BANK	CASTROL
SANOFI-AVENTIS	CEMENT HA TIEN 1	CADIVI	UNILEVER
TECHCOMBANK	SAB MILLER	SYNTHOMER	SACOMBANK
ITD	ICI	ESQUEL GARMENT	HENNESSY
NIPPON PAINT	STRATEGIC MARINE	LIFUNG	COUNTERPART
INTERTEK	CP GROUP THAILAND	PHU MY 3	DENSO MANUFACTURING
JETSTAR AIRLINES	FORD	CHAILEASE	SBJ
BINH AN WATER	KINH DO	SCHINDLER VN	JJDEGUSSA
AMWAY	NGHE AN TATE & LYLE	VIETNAM AIRLINES	SBS
NUTIFOOD	NISSAN	CROWN	SEDONA SUITES
AGRIBANK	TODAY TV	TPC-VINA	OPEN UNIVERSITY
PANASONIC	ROCHE	TH TRUEMILK	VMS
JEBSEN & JESSEN CHEMICAL HOLDING(S)	THANH NIEN NEWSPAPER	METRO CASH & CARRY	POSCIS PROGRAM (Government Inspectorate) SAIGON CO-OP