

TRAINER PROFILE

LE MAU TRUC PHUONG

PERSONAL DETAILS



Gender: Male
National: Vietnamese

BACKGROUND

- Medicine Doctor
- BSc (IT)
- MBA

EXPERIENCE

- **Present: Professional Trainer - VAPT**
- **2006 - 2010: 10 years expert in training & consulting**
 - Unique Associate & Certified Trainer at Vietnam of The KenBlanchard company (USA), special for Situational Leadership II
 - Senior Trainer & Consultant
 - Author of some books
 - Invited lecture at some universities
- **2004 - 2006: LYTH Pharma (Hoang Duc Pharmaceuticals & Medical Devices)**
 - General Manager
- **2000 - 2003: Sanofi-Synthelabo (Pharmaceuticals industry)**
 - National Sales Manager
 - SBI (Support Business Intelligence) manager
- **1998 - 2000: Eli Lilly (Pharmaceuticals industry)**
 - Product Manager & training manager

- **1997 - 1998:** Cardiologist at Cho Ray hospital
- **1992 - 1996: Director of ECS Computer & Training**
 - Trading in computers & accessories
 - Training IT skills
 - **Training: Design training topics tailor to customer's needs**
 - **Selling Skills, topics:**
 - Smart Selling Skills
 - Excellent Territory Management
 - Key Account Management & Tendering
 - Excellent Customer Service
 - Increasing sales by increasing customer's value
 - In-house training with tailored training course based on specified customer's needs
 - **Marketing Skills, topics:**
 - Essential marketing for managers
 - Excellent marketing research
 - Effective sales promotional campaign
 - Building strong brand
 - Excellent Product Manager
 - In-house training with tailored training course based on specified customer's needs
 - **Management & Leadership Skills, topics:**
 - Excellent sales-force management
 - Art of management & leadership
 - Essential skills for managers
 - Building organization culture
 - Maximizing effectiveness of management by systematical management
 - In-house training with tailored training course based on specified customer's needs
 - **Essential Soft Skills, topics:**

- Maximizing self-competence to succeed & effectiveness
- Maximizing other's performance by motivation & inspiration
- Planning & Implementation skills
- Problem solving & Making decision
- Creative thinking & innovation
- In-house training with tailored training course based on specified customer's needs

➤ **Team Building & outdoor activities, topics:**

- One team - one dream
- Together we achieve more
- All for one - one for all
- Never say never
- We are one TEAM
- In-house training with tailored training course based on specified customer's needs

➤ **Clients in training:**

- DKSH, Zuellig, Gedeon Richter, Mega Wecare, Pfizer, Bayer, Pharmalink, Novartis, Dr. Reddy, Pierre Fabre, Asia Healthcare PTE, Dong A pharmaceuticals, LYTH pharma, Thien Thao Saigon pharma, ECO pharmaceuticals, DHT, United Pharma, MSD, Cho Ray hospital, HCMC Ophthalmology hospital, MediGroup, DKT group...
- Atlas Copco, ANZ, ABB, Schneider, American Standard, JTI, VACPA, Bảo Việt Group, Haxaco, Nexia ACPA, VP bank, Sacombank, Philips, AISC, Saigon Nguyen Kim, Sun Flower, Iboss, PGS ...

• **Consulting:**

➤ **Projects:**

- MAST project (Manufacturer → mArketing → Salesforce → Target Customers): Increasing turn-over & performance through sales & marketing team
- DISC project (Developing Implemental & Sustainable Competence): Increasing competence of the company
- New product launching
- Building strong brand

- Re-organize the organization
- Coaching & field observation
- Building the strategic product portfolio
- Building customer database & CRM system

➤ **Clients in consulting:**

- Zuellig, Novartis, Pierre Fabre, Savipharma, Dong A pharmaceuticals, Mega Wecare, DHT, DLS, LYTH pharma. Shevia, Quang Anh pharma;
- HCMC Surgery Cosmetic Social (HSCS), QTSC, Cat Tuong Duc Hoa land, Hoang Gia land.

