
WINNIE NGUYEN

Mobile Phone Number ♦ Email Address

General Manager ♦ Marketing Director High Profile Companies

AREAS OF EXPERTISE

- Strategic marketing
- Category & brand management
- Delivering superior results in tight time frames
- Creating new markets
- Formulating & implementing marketing strategies in the FMCG, luxury consumer brands & professional services sectors
- Identifying opportunities & uniquely positioning brands & categories
- Business development

CAREER SNAPSHOT

General Manager (Asia Pacific)

Name of Company, Sydney (since November 20xx)

Australian based international consulting firm undertaking studies of and advising on best practice in sales and marketing focusing on cross-functional relationships, planning and implementing processes and practices.

Director of Corporate Brands

Name of Company, Sydney (January 20xx – November 20xx)

US based \$11 billion a year international firm which manages private label businesses for retailers and wholesalers.

Sales & Marketing Director

Well Known Luxury Goods Company, UK (March 20xx – December 20xx)

Category Manager

Leading FMCG Company, UK (January 20xx – December 20xx)

Corporate Brand Strategy Manager

Leading FMCG Company, UK (March 19xx – January 19xx)

Marketing Manager

Leading FMCG Company, UK (July 19xx – March 19xx)

Group Brand Manager

Leading FMCG Company, UK (February 19xx – July 19xx)

KEY ACHIEVEMENTS

Strategic Marketing

- Secured new business opportunities and undertook benchmarking studies with major pharmaceutical manufacturers, major participants in the FMCG sector, health care providers, IT companies and major industrials for a sales and marketing benchmarking consultancy, which included:
 - international benchmarking studies to identify best practice in pharmaceutical sales and marketing - involving companies such as [company names]
 - identifying best practice in supplying and selling to hospitals
 - reviewing [company name] sales and marketing processes
 - industrial sales and marketing reviews, for example [company names]
 - Managed the development of [company's] \$250m a year private label program
 - formulated and gained board commitment to the private label strategy
 - identified the most appropriate private label categories to optimise profitability
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- eliminated unprofitable product lines
- initiated and managed a year program to develop and launch 150 branded products in 2 years with an annual turnover of \$30m
- Developed and implemented [leading FMCG company's] international personal care branding strategy (\$300m turnover)
- Identified the potential of an anti-bacterial product category and implemented a product development program at [leading fmcg company's] resulting in annual sales of \$35m
- Created the Marketing function at [international consulting firm]
 - successfully positioned the firm within the mid sized enterprise sector
 - formulated and implemented the firm's highly successful marketing program, introducing print advertising, public relations, exhibitions and hospitality events.

Category and Brand Management

- Developed [luxury consumer brand's] tableware category with a \$360m annual turnover:
 - introduced the company's "collectibles" range, shifting the focus from dinner service to gift solutions with a first year turnover of \$5m
 - extended design life cycles and increased emphasis on higher margin
 - forged an alliance with British Airports Authority for a [company] store concept with a first year turnover of \$10m
 - developed a food range, increasing turnover from \$19m to \$31m
 - re-positioned and strengthened the brand through a communication and advertising strategy for the US, UK and Japanese market
- Elevated the [leading fmcg's] brand from 6th to 2nd position by engendering the confidence of suppliers, the trade and the sales force in the company's brand management plans
- Launched/re-launched several [leading fmcg] products, significantly increasing turnover and market share in each case:
 - antibacterial handwash (creating a new category)
 - [Company brand] non-soap bars (creating a new category)
 - [Company brand] Baby Soap
 - [Company brand] for Men
 - [Company brand] Soap

CAREER PROGRESSION

General Manager (Asia-Pacific)

Consulting Firm, Sydney (since November 20xx)

Conducted studies of and advised clients on best practice in sales and marketing with an emphasis on cross- functional relationships and planning and implementation processes and practices, identified identifying and secured new business opportunities, led consulting assignments and managed client relationships.

Director of Corporate Brands

Company, Sydney (20xx – 20xx)

With responsibility for developing and managing [Company] Black & Gold and IGA private label programs:

- Launched new products and categories to strengthen the IGA brand.
 - Identified and eliminated unprofitable lines and categories.
 - Developed and implemented program review, product development and communication processes.
 - Prepared annual budgets and marketing plans.
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- Pursued debtors to improve cash flow and profitability.
 - Managed the performance of a team of ten marketing, sales, administration and quality assurance specialists.
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Marketing Director

Luxury Goods Company, UK (20xx – 20xx)

With responsibility for developing the company's \$360m a year tableware category:

- Identified new categories and developed products for the more profitable segments.
 - Formulated and implemented communication and advertising strategies.
 - Forged strategic alliances to create new channels.
 - Devised new product and marketing concepts.
 - Developed new product lines
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Sales & Marketing Director

Leading FMCG Company (Thailand Operations), UK (20xx – 20xx)

Managed a sales and marketing team of 150 to achieve a turnover of \$30m, with responsibility for:

- Increasing market share
 - Developing new products to increase turnover
 - Launching and re-launching products
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Category Manager

Leading FMCG Company, UK (20xx – 20xx)

- Created, developed and launched new products and categories
 - Re-launched and extended existing products.
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Corporate Brand Strategy Manager

Leading FMCG Company, UK (19xx – 19xx)

- Developed and implemented strategies for international branding.
 - Established international communication channels.
 - Identified opportunities for the development of new products.
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Marketing Manager

Leading FMCG Company, UK (19xx – 19xx)

Established the company's marketing function and developed its corporate identity through advertising, public relations programs, exhibitions and events.

IT PROFICIENCY

Word, Excel, PowerPoint, Outlook

TERTIARY EDUCATION

Diploma of Marketing

Chartered Institute of Marketing, UK (completed in 19xx)

Bachelor of Science (Chemistry)

University of Nottingham (completed in 19xx)

REFEREES

Name

Position, Organisation

Mobile / Email

Name

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Mobile / Email

Name

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