

Resume

Contact Details

Name: Winnie Nguyen
Address: [Address]

Phone: [phone]
Mobile [mobile]
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Career Objectives

Summary: *general manager
*marketing director
*management consultant

Education/Qualifications

Institution: The Chartered Institute of Marketing
City/Country: united kingdom
Qualifications: Dip.M Diploma in Marketing ...first degree equivalent
Completed: 1989

Institution: University of Nottingham
City/Country: united kingdom
Qualifications: B.Sc.Hons Botany
Completed: 1975

Employment History

[Company]

Start Date: Nov 1999
End Date: Currently Employed
Position/Title: General manager management consultant
**Responsibilities/
Achievements:**

- Benchmarking Best-Practice in f.m.c.g.: pharmaceutical and business to business organisations
- Management consulting projects in-line with client need
- Internal sales and marketing processes within leading

fmcg companies in Australasia reviewed and recommendations made

- Working with 6 of the leading pharmaceutical companies to identify their hospital customer requirements in Australia
- Reviewing the sales and marketing processes of the Mexican subsidiaries of global pharmaceutical companies

[Company]

Start Date: Jul 1998

End Date: Nov 1999

Position/Title: Corporate brands Director

Responsibilities/

Achievements:

- Managing \$250m t/o of own brand product portfolio for [company], with a cross-functional team of 10, including product managers, sales, finance, quality control.
- Managing the client relationship with [company] and Daymon and with 250 suppliers
- Developed a two brand strategy: IGA and Black and Gold
- Increased sales by 60 percent in one year
- Launched 125 new own brand lines
- Communications strategy with [company] retailers to gain commitment to the IGA brand

[Luxury goods company]

Start Date: Nov 1996

End Date: Feb 1998

Position/Title: marketing director

Responsibilities/

Achievements:

- Managing \$350m t/o and team of 17 including marketing, research and finance
- Strategic development with emphasis on three key markets, Japan, USA and UK
- Relaunched [company] brand including retail instore look and product presentation
- Launched the most successful range design ever
- Relaunched luxury jewellery and food product ranges
- Developed communication strategy including new global advertising campaign

[Leading fmcg]

Start Date: Jun 1994

End Date: Jul 1995

Position/Title: sales and marketing director

Responsibilities/

Achievements:

- Based in Thailand and responsible for a sales and marketing team of 150, in the personal care market, managing a t/o \$50m
- Moved [company] brand to 2nd from 6th through gaining the confidence and commitment of the trade and the sales team
- Created communications strategy incorporating global brand positioning and locally relevant presentation including new tvcs and press advertising

[Leading fmcg] UK

Start Date: Mar 1993
End Date: Jun 1994
Position/Title: category director
Responsibilities/Achievements:

- Team of 9 product managers and \$200m t/o in personal care
- Launched [company brand] the world's first range of antibacterial consumer products
- Retained [company brand] leadership through innovative advertising

[Leading fmcg]

Start Date: Nov 1990
End Date: Mar 1993
Position/Title: strategic planning manager
Responsibilities/Achievements:

- Reporting to the main board, working in cross functional matrix structure
- Development of worldwide personal care brand strategy with emphasis on Asia and Europe
- Lead to the development of worldwide antibacterial market \$ 300m,

[Leading fmcg]

Start Date: Dec 1987
End Date: Nov 1990
Position/Title: marketing manager and management consultant
Responsibilities/Achievements:

- Identified positioning and unique benefits versus competitors
- Major event management including multistream seminars
- Identified relevant new locations for office start ups

[Leading fmcg] UK

Start Date: Mar 1983
End Date: Dec 1987
Position/Title: group brand manager

**Responsibilities/
Achievements:**

- Launched [company brand] for Men t/o \$10m and [company brand] t/o \$15m

Skill Summary

Computer Skills: MS Office; Intermediate
MS Powerpoint; Intermediate
MS Word; Intermediate

Other: *Spanish and Thai languages; proficiency day to day get by
*Ashrdge Management College: Leading major international and strategic projects

Languages

*Spanish *thai *french

Interests

*bushWalking
*travel
*pilates