

# LE PHUC HAI

phuchai.le@gmail.com | +84 938 300 489 | Esto city, Cát Lát, Thủ Đức City, HCMC  
www.lehai.edu.vn



## SUMMARY

Over 13 years of experience in business management, building distribution systems, and enhancing commercial capabilities, particularly in multinational FMCG corporations. My background includes a strong focus on Management Information Systems (MIS) and developing innovative technological solutions to support economic growth.

I also work closely with FPT University and Ton Duc Thang University, where I teach and help design training programs for the Faculty of Business Administration and Marketing.

## EDUCATION

### Doctor of Business Administration

Sep/2024 - 2027

Doctoral thesis: Impact of green marketing on consumer buying behavior



### Master of Business Administration

Aug/2020

Master thesis: Driving the consumption of energy products in the fast-moving consumer goods industry.



**FPT UNIVERSITY**

### Bachelor of Business Administration

Nov/2015

Major: Business General



**VIỆN ĐẠI HỌC MỞ HÀ NỘI  
HANOI OPEN UNIVERSITY**

## LICENSES & CERTIFICATIONS

### Harvard Manage Mentor

- Coaching
- Innovation and Creative

### Google

- Foundations of Project Management

## LECTURING EXPERIENCE



### Ton Duc Thang University

- Faculty: Marketing
- Course: B2B Marketing Strategy, Selling Skills, Retail Management
- Graduation Supervision: 13 Students



**FPT UNIVERSITY**

### FPT University

- Faculty: Business Administration
- Course: Entrepreneurship
- Total number of support teams: 30
- Judge for the 2023 Startup Competition

## **WORK EXPERIENCE**

### **Training and Capability Development Manager | Mondelez Kinh Do**

- Design and implement training programs to enhance employee skills and align with business goals.
- Assess performance and identify skill gaps, creating targeted solutions to improve productivity.
- Lead training delivery through workshops, e-learning, and on-the-job training to ensure effective learning.
- Support talent development and succession planning by identifying high-potential employees and creating personalized growth plans.

### **Commercial Excellence Manager | JAPFA COMFEED VIETNAM**

- Manage and optimize business operations to achieve revenue and profit targets, ensuring alignment across departments.
- Design and implement training programs to enhance sales skills, leadership capabilities, and employee performance.
- Lead the research and implementation of digital transformation solutions to streamline business processes and enhance efficiency.
- Drive team engagement and collaboration by fostering a positive company culture and organizing team-building and professional development activities.

### **Sales Effectiveness Manager | Nova Group**

- Develop and implement sales KPIs to drive performance, align sales targets, and measure the effectiveness of sales strategies.
- Design and deliver training programs to enhance sales team capabilities, improve engagement, and align them with business goals.
- Monitor and control the quality of distribution channels, ensuring consistent performance and adherence to standards.
- Foster team cohesion and motivation through regular coaching, feedback, and team-building initiatives.

### **Sales Trainer | Coca-Cola Vietnam**

- Develop and customize training programs based on sales managers' requirements to address specific team needs and improve performance.
- Implement global training courses and initiatives, ensuring alignment with Coca-Cola's global standards and objectives.
- Conduct field coaching sessions to improve the skills and capabilities of the sales team, ensuring practical application of learned concepts.
- Evaluate training effectiveness and provide ongoing support to enhance team performance and drive sales results.

### **Distribution Management System | Ngoc Nghia Group (NNG)**

- Build and implement a comprehensive DMS system by gathering internal requirements, collaborating with partners, and ensuring smooth nationwide deployment.
- Develop and maintain reporting systems to assess DMS operations and business performance, providing actionable insights for improvement.
- Coordinate with internal teams and external partners to ensure the DMS aligns with business objectives and operational needs.

### **ERP Consultant | FPT Software HCM**

- Train and deploy DMS systems for key partners including Pepsico, Trung Nguyên Coffee, and Castrol BP, ensuring successful implementation and user adoption.
- Lead and manage the DMS implementation team for the Castrol BP project, ensuring timely and successful system deployment.
- Report on project progress and performance to stakeholders, ensuring transparency and continuous improvement throughout the implementation phase.

## **ADDITIONAL RESPONSIBILITIES**

SPEAKER FOR EVENTS RELATED TO CAREER GUIDANCE AND DIGITAL TRANSFORMATION.

**Tập huấn làm CV cho sinh viên STEM học bổng 100% Quỹ châu Á:**

<https://scs.ctu.edu.vn/ho-tro-sinh-vien/ta/412-chuong-trinh-tap-huan-ky-nang-viet-cv-va-thuc-hanh-phong-van-cho-sinh-vien-dat-hoc-bong-stem-2-7-2023>

**Xu hướng chuyển đổi số và cơ hội nghề nghiệp cho sinh viên trong lĩnh vực Blockchain & AI - Đại Học Cần thơ**

<https://yu.ctu.edu.vn/dtn/bct/khoi-nghiep-lap-nghiep/2193-ct-cf-kh-kn-ky-9.html>

**Định hướng nghề nghiệp cho sinh viên ngành chăm sóc sức khỏe- Cao Đẳng y tế Đồng Tháp**

**Định hướng nghề nghiệp cho học sinh nhận học bổng 100% Quỹ châu Á**

<https://yu.ctu.edu.vn/dtn/bct/khoi-nghiep-lap-nghiep/2193-ct-cf-kh-kn-ky-9.html>

**Định hướng nghề nghiệp cho sinh viên Đại Học Kiên Giang**