

## ANH LUONG

5 Springfield Loughborough Road Nottingham NG2 8JL

[hoanganh91084@yahoo.com](mailto:hoanganh91084@yahoo.com)

+44 (0) 7767983143

[www.anhluong.com](http://www.anhluong.com)

A professional business consultant with six years experience in market research and consultancy industry. A strategic thinker with a deep understanding of cross-cultural business and international business development. Having advised and helped international firms expand and establish their business in Vietnam. Fluent of Vietnamese, English and knowledge of German and Italian.

### EDUCATION

- Sept 2012- Sept 2013 **Master of business Administration (MBA)**, Nottingham Business School, Nottingham Trent University, UK
- Successfully delivered two consultancy projects in the UK and the Netherlands
  - Excellent performance (over 75%) in Global strategic management, Global supply chain management, Strategic marketing, Accounting, and Economics
- May 2009-Oct 2009 **Diploma in Management and Change (distance learning)**, Open University, Milton Keynes, UK
- 100% scholarship from UKTI
- Dec 2007- May 2009 **B.A degree in International Economic relations**, University of Economics and Laws, National Universities, Vietnam
- Class representative- Graduated as top 3 of the class
- Sept 2002- July 2006 **B.A degree in German Linguistics and literature**, University of Social Sciences and Humanities, National University, Vietnam
- Class representative- Graduated as top of the class
- Jan 2002-May 2004 **Diploma in Italian culture and language**, University of Social Sciences and Humanities, National University, Vietnam

### EMPLOYMENT HISTORY

- Oct 2008 – Sept 2012 **Trade and Investment officer, UK Trade & Investment (UKTI) of British Consulate General**
- Market research: Provided market analysis and consulted market entry strategy for British Small and Medium Enterprises (SMEs) that would like to enter the Vietnam market, with the focus on energy, healthcare and financial services sector
  - Business development: Developed and maintained UKTI relationship with British SMEs in the UK and Asia Pacific region
  - Marketing: Planned, coordinated and managed of UKTI events to enhance UKTI branding in Vietnam
- Achievement
- Contributed ¼ revenue to the team revenue in 2011-2012 (Vietnam team of 10 people).
  - 50% of SMEs that I consulted have started their business in Vietnam
- Jul 2007- Sept 2008 **Commercial Officer, ALPI trading & service ltd. (a subsidiary of Albini and Pitiglianii Group, Italy)**

- Market research: Conducted market research and represented Italian clients in their trade and investment activities in Vietnam
  - Project Management: Assisted project manager in developing project plans, budgeting and marketing for investment projects
- Achievement
- Assisted successfully 80% Italian firms to find their partners and develop business in Vietnam

**Jul 2006- Jun 2007      Online Researcher- GFK Asia**

- Market research: Dealt with the retailer database, including checking, translating and coding the products to the company system
  - Prepared monthly report and presentation on assigned products
- Achievement
- Delivered a 100% on-time and error free service

**Jul 2003- Jun 2006      Part-time jobs**

- English and German Interpreter at international trade fairs in Ho Chi Minh City, Vietnam
- Internet researcher for Point of Impact Ltd. (Canada): provide information on contagious diseases for them to establish website.

## SKILLS

<i>Leadership and teamwork</i>	<ul style="list-style-type: none"> <li>• Project management in UKTI and MBA consultancy projects. Being supportive and active in either leader or team member role.</li> </ul>
<i>Interpersonal and customer relationship skills</i>	<ul style="list-style-type: none"> <li>• Ability to present, communicate and negotiate to convince British SMEs to use UKTI consultation services. Developing a good network relationship with British SMEs and UK organisations, i.e. Medilink, EIC, Subsea UK.</li> </ul>
<i>International Business Experience</i>	<ul style="list-style-type: none"> <li>• Strategic adviser on market entry strategy into Vietnam for British SMEs. Ability to take frequent travel. Strong cross-cultural understanding.</li> </ul>
<i>Organisation and Time management skills</i>	<ul style="list-style-type: none"> <li>• Ability to prioritise and allocate tasks to ensure all projects would be delivered within deadline.</li> </ul>

## EXTRACURRICULAR/ ACHIEVEMENT/ INTEREST

<i>2013</i>	<ul style="list-style-type: none"> <li>• Volunteer Student Ambassador to recruit new MBA students</li> <li>• Personal Home Shopper at Asda</li> </ul>
<i>2002 to 2006</i>	<ul style="list-style-type: none"> <li>• Vice leader of German Speaking club 2005-2006</li> <li>• Leader of charity group of the German department (2003-2006)</li> <li>• Award of the University for my excellent academic record and significant contribution to the German Speaking club.</li> <li>• 3<sup>rd</sup> prize in the University's history contest in 2005</li> </ul>
<i>Personal Interest</i>	<ul style="list-style-type: none"> <li>• Proficient Traveler, water sports, cooking and baking.</li> </ul>

## REFERENCES (available upon request)