

LY TRUONG CHIEN

Executive Management Consultant

Chairman of Tri TriGroup



EDUCATION

- Mechanic & Electronic Engineer, Polytechnic University

MEMBERSHIP

- Mediator of Vietnam International Commercial Mediation Center (VICMC)
- Management Consultant and Leadership Coach.
- Faster Capital's Strategic Partner supports SME and start-up in ASEAN
- Vice President of Management Consulting Club; Deputy Head of Consulting Committee of Vietnam Marketing Association); Member of ICMC (International Committee Management Consultant)
- Vice Dean of Strategic & Marketing Institute (SMI)
- Unilever's BOD, BOM member, Professional Marketing & Customer Development Director
- Founder of various professional associations and organizations
- Senior advisor to many Start-up founder and entrepreneurs such as: Nguyen Tong Nhung Tong (Chairman of Yeah1), Ta Minh Tuan (one of the 30 best performers of 30 under 30 Forbes Asia), Le Viet Hong (CEO of Cloudjet Solutions), Nguyen Anh Tuan (CEO of SEAMI)
- Chairman of Judging board many awards IstarInnovation Grand Prizes, supporting the Start-up of HCMC.
- Co-founder of the Management and Start-up Group in Vietnam and Advisor for International (Korea, EU)
- Member of the judge for many years of Asia Challenges NUS Singapore, Swiss Innovation -MCI -North West Swiss University, Hult prize of United Nation, ... and many Start Up competitions, Innovation of Vietnam
- Co-founder of the Management and Start-up Group (active group Facebook) with more than 45,000 members.
- Founding members of many organizations, professional associations and community activities

AREAS OF PRACTICE

- Technical operation
- Corporate governance
- Trade and Services
- Construction and Building Materials
- Business, Marketing, Distribution, CSR, general management and administration
- Production management

- SMEs, StarUp

EXPERIENCE

- 2004 - present: Consulting restructuring, strategic management to help revive and develop domestic and foreign companies such as Tropical Company (Trodicorp), Anh Kim Cay Thi, Saigon Paper, Hong Anh, Best Carings, TanTan, TTA gas, Unicharm, Hong Anh, Sapuwa, Kaohsiung, New Zealand Healtheries, Fairbrothers, Nepotic, etc. help companies overcome difficulties and achieve growth rate from 80% to 400%/year
- 2013: Corporate management; Mergers& Acquisitions (Japan)
- 2012: Strategic solutions to develop agricultural & food enterprise for sustainable growth & development (FAO –Thailand)
- 2009/ 2010 / 2011: Changing and Transformation Management. Marketing for new age 2008 Strategy and advantage in competition.
- 2007 Business Networking International; Marketing for new age.
- 2005 Leadership in Globalization environment
- 2004 Brand activation / Finance for Non Finance manager / Business management in Globalization
- 1999/ 2000/2004 Public Relation / Professional Marketing / CSR (UK/France/Italy/The Netherlands)
- 2003 changing management. How to leading in transformation time / Project management.
- 2002 HR management (UK) / CSR training.
- 1998 Distribution network setting and management / Marketing for Asia and Pacific (Thailand)
- 1997 -2000 Brand management and TVC production
- 1997 BAC (Indonesia)
- 1995 TQM management
- 1991 Intelligent Property, Trade mark and Brand.

AWARDS:

- 16 technical creation Awards in HCMC and National level
- 1 Youth Prize for technical creation
- 1 Medal for Creation and Innovation
- 1 Gold Cup for great trading product. 1st Tech Mart in HCMC
- 1 medal for Young talent
- 1 medal for protection and care of children
- 1 medal for women development.
- 1 medal for promoting education in VN
- 1 great Prize and gold medal about building Marketing team