



NGUYEN NGOC HIEU

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Status: Single

11 YEARS OF EXPERIENCE IN ONLINE BUSINESS MANAGEMENT

I am:

- **Digital Media Director** of Ringier Vietnam.
- **Trainer** of BMG Internation Education ⁽¹⁾
- **Mentor** of Founder Institute (www.fi.co) ⁽²⁾
- Well-known **Speaker** for many Conferences.
- Founder of 3 biggest online communities in Vietnam (detail below).

I have:

- 11 years of experience in ICT Industry.
- 6 years in management level for Internation ICT companies.

⁽¹⁾ *BMG is recognized as a top Digital Marketing Education School in Vietnam*

⁽²⁾ *The Founder Institute is a global network of startups and mentors that helps entrepreneurs launch meaningful and enduring technology companies.*

CAREER EXPERIENCE



10/2009 - Present

Ringier Vietnam (Media Corporation)

Digital Media Director

- Ringier AG (founded 1833) is one of the biggest media corporations in Europe.
- Digital Media Director works like a CEO of an online company in the group (it means doing **everything**).

HIGHLIGHT

- Built Marry.vn from **zero** to the **biggest** Online Wedding Community in VN.
- Built BepGiaDinh.com from **zero** to the **biggest** Recipes Sharing Community in VN.
- Surpassed **150%** sales target in 2011 (1 year after launching).



09/2009 – 08/2009

Young & Rubicam Vietnam (Advertising Agency)

Interactive Manager

- Y&R is one of the top Advertising Agencies in Vietnam.
- I was in charge of general management the Digital Department (pitching, recruit, manage & roll-out...).

HIGHLIGHT

- Successfully delivered online campaigns for **Nokia, Dutch Lady, Perfetti...**
- Successfully set up Wunderman Vietnam (a sub-agency focuses in Digital).



07/2007 – 08/2008

VON Inc. / TimNhanh.com / YuMe.vn (ICT)
Marketing Manager

- VON was one of the first and the biggest ICT companies in its time.
- I was in charge of managing Marketing Dept. & business strategy in the company.

HIGHLIGHT

- **Failed** in the effort of changing the company's strategy from separated websites to an all-in-one portal (TimNhanh.com). Learnt a big lesson about that!



01/2004 – 06/2007

Sony Vietnam (Consumer Electronics)
Online Marketing Officer

- Sony is one of the leading manufacturers of electronics in the world.
- I was in charge of all online marketing activities for the Marketing Department.

HIGHLIGHT

- **"Reinvent"** the Sony Vietnam website which helps increase **300% traffic**.
- **Successfully** launched Homepage Project which helps the system running by itself (and kill some positions in the company).



11/2000 – 02/2003

Dizyatec Solutions Singapore (IT - Software)
E-commerce R&D staff

- I worked as an Assistance for one of the most well known e-Commerce idol in Singapore.

ACHIEVEMENT

FEATURED PROJECTS/CAMPAIGNS



Bep Gia Dinh.com
Ringier Vietnam (2010)

- From **zero** to the **biggest** Online Recipes Sharing Community in 2 years.
- That helps the **relaunching** of the existing magazine much more successful.
- Sales surpassed the target **120%**.



Marry.vn
Ringier Vietnam (2010)

- From **zero** to the **biggest** Wedding Community in 1.5 years.
- Got revenue after **3 months** of launching / Sales surpassed the target 150% in 2011.
- In 1 year, became strong enough to publish a Magazine (see below).



OtoSaigon.com

Co-Founder / Personal Project

- Is the first and the biggest Automobile Community in Vietnam (since 2002).
- Generated 1.5 million pageviews, 700.000 unique visitors every month.
- The revenue last year is 3 billions.



MarryWEDDING Magazine

Ringier Vietnam (2011)

- Revenue surpassed the target **200%** for the first issue.
- Advertising fully booked within **2 weeks** of selling.
- After 3 issues, now it is one of the most successful wedding magazines in the country.



MarryBABY & MarryHOME

<http://baby.marry.vn>, <http://home.marry.vn>

- With MarryHOME & MarryBABY, Marry became one of the most famous networks for women in Vietnam.
- **2 months** after launching, we started to have profit.



DealHunter.vn

Ringier Vietnam (2011)

- Users generated nearly 40.000 deals & coupons in 3 months after launching.
- Is one of the fastest growing projects in the industry.
- Within 3 months, our buying community grown and became a big potential community.



Ovaltine Smartkids Campaign

Young & Rubicam / 2008

- Was recognized as the first kids' website in Vietnam (March '08).
- It was one of the first fully integrated offline and online campaigns.
- Generated 300.000 pageviews, 56.000 unique visitors and 4.000+ campaign entries in less than 01 month.



Project Homepage

Sony Asia / Sony Vietnam / 2007

- This project connects all systems into a single system (CRM, Sales System, Analytic, Website...)
- Still working effectively until now.

together with many failed projects...

EDUCATION

- I have **no BA, no MBA**. My highest degree is **11 years of experience** (please do not contact me if you need a high degree person). Fortunately I have some certificates:
 - o eMarketing Association Member (eMA Canada - 2007).
 - o CEC™ E-Business Consultant Certificate (CEC™ Singapore - 2008).

VALUES & SKILLS

VALUES

- Set up & develop company culture for Online Companies, especially start-up environment.
- Good understanding of Digital Marketing practices, Web trends & Technologies.
- Good understanding of Online Market / especially Vietnamese Online Market.
- Good relationship with ICT communities, companies and start-ups in Vietnam and SEA region.

SKILLS

- 11 years of experience joining/leading many successful/failed online projects and campaigns.
- 6 years of experience working in Top Management Level for multinational companies.
- Advanced Presentation Skill and Public Speaking
(I'm a well-known speaker for many Business Conferences).

LANGUAGES

- Vietnamese | Mother Tongue
- English | Advanced (Public Speaking, Presentation level)

HOBBIES

PHOTOGRAPHY

- I love photography and I've played with my camera for more than 12 years.
- Let's have a look at my gallery at <http://flickr.com/ngochieu>

AUTOMOBILE

- I love cars & driving.
- I'm a co-founder of Saigon Offroad Club.
- I'm a co-founder of Otsaigon – the biggest automobile community in Vietnam.
- I'm a member of Indochina Cross Over team, Vietnam-Malaysia Caravan Team...

OTHER INFORMATION

CONTACT INFORMATION

- Current Address: 8B6-10 Sky Garden 3 – Phu My Hung, Tan Phong, district 7, HCMC, Vietnam
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MY ONLINE PROFILE

- My Website (Vietnamese): <http://www.ngochieu.com>
- LinkedIn profile: <http://www.linkedin.com/in/ngochieu/>
- Some of my slides: <http://www.slideshare.net/hieu.nguyen>
- Facebook, Twitter as username: [ngochieu](#)

REFERENCES

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