NGUYEN PHUONG CHI

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PROFESSIONAL SUMMARY

Product marketing professional with 5+ years of experience across Asia-Pacific markets, specializing in product research, consumer insights, and competitive analysis. Adept at managing regional product portfolios, coordinating with cross-functional teams, and delivering clear, data-driven recommendations that enhance brand performance and market growth.

PROFESSIONAL EXPERIENCE

Piaggio Vietnam — **Hanoi, Vietnam**
Asia Pacific Product Marketing Senior Supervisor — *October 2022 - Present*

- Manage a product portfolio of 38 scooter and motorcycle models across 15 APAC markets, ensuring accurate product information and seamless phase-in/phase-out transitions.
- Leveraged market analytics and performance dashboards to identify portfolio opportunities, leading to a product initiative that drove 126% YoY sales growth in Vietnam and 91% regional.
- Led collaboration HQ, R&D, Country Managers, and Marketing teams to incorporate market insights into product features, ensuring timely and aligned regional go-to-market plans.
- Developed launch materials and product narratives for 30+ new models, enabling consistent positioning and market readiness across regional stakeholders.
- Designed and delivered engaging product presentations for dealers, distributors, and media partners, building alignment and excitement for new model launches across APAC.

Panasonic Appliances Vietnam — **Hanoi, Vietnam**
Asia Pacific Product Planning — *July 2020 - July 2021*

- Contributed to product planning activities for Asia Refrigerator Business Unit key product series, strengthen the brand's premium positioning and market appeal.
- Conducted a customer survey across 4 countries (Vietnam, Philippines, Malaysia, Australia) that provided insights leading to key product feature enhancements.
- Proposed and implemented an innovative approach to showcase new product concepts, leaving a strong impression on 100+ key stakeholders.

RED Global — **Hanoi, Vietnam**
Product Developer — *March 2019 - July 2020*

- Collaborated with L&D teams to design and implement training & coaching programs.
- Developed and delivered targeted training programs for 23+ Agents & Sales Leaders at Gamuda Land, achieving a 94% training satisfaction score and improving sales effectiveness.
- Designed training documents for Batdongsan.com's "Expert Talk" series with over 400 participants in Ha Noi and Ho Chi Minh.

IPCOMS Multimedia — **Hanoi, Vietnam**
Account Manager — *July 2017 - March 2019*

- Managed a diverse portfolio of clients across banking, fintech, asset management, and fitness, ensuring client success and long-term retention.
- Oversaw end-to-end execution of marketing campaigns, ensuring alignment with business objectives and timely delivery.

EDUCATION

National Economics University — **2012 - 2016**
Bachelor of Banking Finance