

Nguyen Quang Chau

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PROFESSIONAL SUMMARY

- Results-driven eCommerce Operations Executive with 20 years of international corporate experience, including over 15 years in management and leadership roles. Specialized in end-to-end eCommerce operations, fulfillment excellence, and supply chain management across the SEA region.
- Recognized for a highly detail-oriented, strong process and risk-control mindset, driving P&L profitability, scaling GMV, and ensuring strict platform SLA compliance.
- Proven ability to lead cross-functional teams, manage high-stakes brand partnerships, and deliver cost-efficient operations for top-tier eCommerce enablers.

CORE COMPETENCIES

- **eCommerce Operations:** End-to-End Fulfillment, Inventory Management, Warehouse Operations, SLA Compliance.
- **Platform & Vendor Management:** Shopee, Lazada, TikTok Shop, Tiki, Supply Chain Vendor Development & Management.
- **Strategic Leadership:** Regional P&L Management, Process Re-engineering, Risk Control, Cross-Border Operations.
- **Data & Analytics:** Advanced Data Analysis, Power Query
- **People Management:** Cross-Functional Team Leadership, Talent Development, Change Management.

PROFESSIONAL EXPERIENCE

ADA | Ho Chi Minh City, Vietnam *ADA is a leading regional data, AI, and eCommerce enabler operating across 12 markets.* **Regional Head of Operations - Ecommerce Solutions** (Aug 2023 – Dec 2025) **Head of Operations - Ecommerce Solutions Vietnam** (Nov 2018 – May 2026)

- Direct end-to-end eCommerce operations for ADA as a premier enabler, maintaining ultimate accountability for inventory accuracy, fulfillment excellence, and cost-efficient warehousing. Key clients: Unilever, Marico Group, Masan Group, KAO, Rohto...
- Oversee regional eCommerce operational strategy and execution across 5 major markets: Vietnam, Philippines, Indonesia, Thailand, and Hong Kong.
- Ensure strict platform SLA compliance across all managed stores, acting in a mission-critical capacity that directly impacts P&L health, seller ratings, and ADA's reputation with both platforms and top-tier brand partners.
- Design and implement robust process and risk-control frameworks, optimizing supply chain workflows to support highly scalable and profitable GMV growth.
- Lead and develop cross-functional operations teams, fostering a culture of detail-oriented execution and continuous process improvement.

AA Distribution (AAD) | Ho Chi Minh City, Vietnam Head of Channel Development (Aug 2017 – Oct 2018)

- Directed the performance and P&L of all major eCommerce channels (Lazada, Shopee, Tiki, Adayroi).
- Held full accountability for channel Gross Margin, developing strategic execution plans to ensure key account KPIs and operational SLAs were consistently met and improved.
- Collaborated with internal teams (Brand & Channel Managers) and external partners to resolve complex strategic issues impacting operations, logistics, customer service, and finance.
- Successfully pitched and onboarded new eCommerce channels while expanding product categories and geographical reach for AAD's shop portfolio.

Lazada Group | Ho Chi Minh City, Vietnam Local Category Manager (Jun 2015 – Jun 2017)

- Drove the eCommerce growth strategy for key partnered brands (including 3M and BOSCH Automotive) within the Sports and Automotive categories.
- Managed a nationwide team of buyers and Key Account Managers to identify assortment gaps and optimize pricing and marketing strategies.
- Conducted deep-dive root cause analyses of daily operational issues, developing practical, cost-effective solutions to improve fulfillment and customer satisfaction.
- Monitored business analytics, utilizing insights on sales and pricing to uncover opportunities for incremental volume and margin growth.

Officiance | Ho Chi Minh City, Vietnam A French SME providing BPO and ITO solutions to international clients. Operations Manager (Sep 2011 – Aug 2013)

- Managed the Process & Data department, overseeing 5 teams (4 Data Analyst teams, 1 Business Analysis team) comprising over 40 staff members.
- *Previous progressive roles at Officiance: Line Manager* (Oct 2009 – Aug 2011), **Team Leader** (Oct 2008 – Sep 2009), **Data Analyst** (Nov 2007 – Jul 2008).

ACADEMIC & TEACHING EXPERIENCE

French Vietnamese Center for Management Education (CFVG) Part-time Lecturer | MBA Program (Sep-Nov 2025)

- Work as part-time lecturer to manage the focus hour, teach and instruct MBA students on the comprehensive subject of "Ecommerce Operations," leveraging real-world industry expertise to shape future business leaders.

EDUCATION

- **Master's Degree, International Master in Management | Audencia Nantes Ecole de Management, France (Top 10 French Business School) (Sep 2013 - Nov 2014)**
- **Master of Business Administration (MBA) - Passed with Distinction | CFVG (European Excellence in Management Education), Vietnam (Sep 2012 - Nov 2014)**
- **Engineer's Degree, Advanced Materials (Excellent Degree) | Ho Chi Minh University of Technology, Vietnam (Sep 2002 - Nov 2007)**

HONORS, AWARDS & CERTIFICATIONS

- **Scholarship:** Eiffel Scholarship (The most prestigious scholarship for international students in France) (Sep 2013)
- **Award:** 2nd National Prize in Physics for high school students in Vietnam (2002)

LANGUAGES

- **English:** Professional Working Proficiency
- **Chinese:** Reading Intermediate, Communication Elementary
- **French:** Reading Intermediate, Communication Elementary

INTERESTS

- **Running & Trail Running:** Finished 100km Da Lat Ultra Trail 2026, 70km Vietnam Mountain Marathon 2025, Full Marathon Techcombank 2025.
- **Reading:** Focused on personal development.