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**ORGANIZATION:** Vietnam National University - University of Economics and Business

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## EDUCATION

1992: Undergraduate: B.A. Economics of Tourism, National Economics University, Vietnam

1997: Undergraduate: B.A. English Language, University of Languages and International Studies, Vietnam

1999: Postgraduate: M.B.A Business Management, Boise State University, U.S.

2013: Online trainer (Master Online Lecturer), Illinois University, U.S.

2014: Postgraduate: PH.D. Business Management (major on Marketing), National Economics University, Vietnam

## BRIEF BIO

11/2014 - current: Head of Marketing Department, Senior Lecturer: Faculty of Business Administration, University of Economics and Business, Vietnam National University Hanoi.

04/2014-10/2014: Lecturer, Senior Marketing Consultant: Marketing Department, National Economics University, Vietnam

## AREAS OF EXPERTISE

Brand Management, Strategic Marketing, Place Marketing

## KITFEM WORK PACKAGE

- WORK PACKAGE no. 4: Expatriates as agent of knowledge transfer.

