A CONSULTANT. A PARTNER. A STORYTELLER.

Nhi Võ

I AM HERE TO TELL THE "MADE BY VIETNAM" STORY.



I believe Vietnam's strategic autonomy lies not in isolation, but in becoming an irreplaceable link in the global value chain.

To build this position, I empower local enterprises through (1) people centered development, (2) digital transformation, and (3) strategies driven by insights, transforming our cultural identity into a true strategic asset.

For me, the shift from 'Made in Vietnam' to **"Made by Vietnam"** is more than a slogan. It is a standing earned through real capabilities, sound policies, and authentic stories the world wants to hear.

Nhi Võ

9+ YRS	5+ YRS	15B+ VND	Global Mindset
CORPORATE EXP.	MANAGEMENT EXP.	EVENT BUDGET SCALE	LOCAL IMPACT

TRUSTED BY

Mia Saigon · InterContinental Hotels & Resorts · FOSSIL · In.Corp An ascentium Company · JE t'aime ART Sketch Your Story · IHG Hotels & Resorts

My Selected *Journey*

A curated timeline — each role chosen for depth of challenge and impact delivered.

Independent Project and Reputation Consultant — Ultra-High-Net-Worth (UHNW) Weddings — MAY 2025 – PRESENT

Act as the dedicated representative for prominent families, overseeing project governance, risk control, and strategic alignment for bespoke weddings with budgets exceeding 15 billion VND.

Commercial Head & Partnership Strategist — Jet'aime Art | Luxury Wedding & Private Events — JUL 2023 – APR 2025

Built a 20+ partner community of premium local vendors, led brand repositioning, and personally contributed 39% of 2024 revenue.

Marketing Manager — InCorp Vietnam | APAC Network Consulting — APR 2023 – APR 2024

Shifted brand strategy to thought leadership, boosting high-intent lead ratio from 71% to 82%, and spearheaded Cekindo to InCorp rebranding.

Marketing Manager — InterContinental Phu Quoc Long Beach Resort — MAY 2021 – APR 2023

Oversaw omnichannel campaigns, developed real-time data dashboards, and managed digital budgets aligned with revenue targets.

Employer Branding & Website Consultant — Fossil Vietnam | Wearables R&D Center of Fossil Group — DEC 2019 – APR 2021

Led the strategic development of Fossil Vietnam's Employer Value Proposition (EVP) and advised on the content architecture for a standalone career website, ensuring alignment with the global brand.

Revenue & Marketing Strategist — Nhã Châu Thư Các Hospitality Consultant — AUG 2019 – MAR 2022

Led conceptualization, market research, and implemented dynamic pricing strategies to optimize RevPAR.

Marketing Coordinator — InterContinental Saigon — JUL 2017 – AUG 2019

Led the creation of a conversion-focused website and directed a full visual asset revamp.

→ Full role details & achievements at nhivo.io.vn/#journey

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Academic Engagements & Civic Impact

Bridging academic insights with community empowerment to drive sustainable local impact.

Thought Leadership & *Community*

GUEST SPEAKER

RMIT University (2025 – 2026)

Delivered practical insights on marketing strategies and operations within the ultra-luxury events industry.

Van Lang University – VLU (2024)

Distinguished Guest Panelist for the talk show *"Career Development Pathways in Hospitality & Hotel Management"*.

University of Economics and Finance – UEF (2022 – 2023)

Distinguished Guest Panelist for the talk show *"Developing Sales & Marketing Strategies in the Hospitality & Service Industry 2023"*.

Delivered specialized sessions on Revenue Management, Luxury Branding, and Stakeholders Management in hospitality.

ADVISOR & MENTOR

Fulbright University (2024)

Represented InCorp Vietnam to advise student teams on Digital Marketing and Business Development strategies at the Digital Marketing Hackathon.

HotelBriefing.blog (2019 – 2023)

Mentored hospitality students while architecting the blog's content strategy and community engagement roadmap.

COMMUNITY ENGAGEMENT

AIESEC Vietnam (2015 – 2016)

Designed and facilitated "Culture Day", a cross-cultural event for international volunteers.

Orchestrated and directed event operations for AIESEC leaders as part of the Core Organizing Team, successfully delivering a Southern regional conference (200+ pax) and a national summit (400+ pax).

Continuous *Learning*

2014 – 2019

HCMC International University (VNU-HCM)

Bachelor of Business Administration — Hospitality Management. 100% English.

Certifications & Training

DATA, ANALYTICS & DIGITAL TRANSFORMATION

- **2025 | IT Business Analysis & SDLC:** Requirements Elicitation, Process Modeling, End-to-End Digitalization Workflows.
- **2024 - 2025 | Marketing Automation & Data Analytics:** Marketing Insights, Power BI, Data Integration, Automation Dashboards, Lead Gen.
- **2022 | Data Analysis for Decision Making:** Business Issue Solutions, Digital Channels, Sales & Financial Data, Consumer Insights.

LEADERSHIP & ORGANIZATIONAL DEVELOPMENT

- **2024 - 2025:** Leadership Development for Management – InCorp Vietnam.
- **2023:** Train the Trainer Program – InterContinental Phu Quoc Resort.
- **2022:** Mindful Leadership: Search Inside Yourself – PACE.

HOSPITALITY, MARKETING & EMPLOYER BRANDING

- **2022:** Employer Branding & Candidate Sourcing.
- **2020:** Hospitality Revenue Management.
- **2018:** Digital Marketing.

My Core *Values*

The enduring personal principles that guide every strategy I craft and every relationship I build.

- *Genuineness*
- *Sustainable Growth*
- *Local Empowerment*
- *Cultural Pride, Global Mindset*
- *Data-Informed, Empathy-Driven*

I approach problems through *four lenses*:

01 Strategic Brand Architecture & Positioning
02 Strategic Partnerships & Team Empowerment
03 Sustainable Value Creation & Reputation Management
04 Insights-Driven Strategy & Digital Transformation

> *"Vietnamese culture is forged by the people from within and from without, and sculpted by the currents of time. It never stands still, remaining a living stream of constant renewal."*
>
> – NHI VÕ

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GALLERY

Moments That Shape Perspective.

Academic, professional & industry engagements



FIEU GRAND OPENING, HCMC 2025



FIEU GRAND OPENING, HCMC 2025



FIEU GRAND OPENING, HCMC 2025



FULBRIGHT UNIVERSITY VIETNAM, HCMC 2024



INCORP VIETNAM - BEST CHANGE IDEA, HC... 2024



INCORP VIETNAM BOD 2024



INCORP VIETNAM, HCMC 2024



RMIT, HCMC 2024



RMIT, HCMC 2024



HOTEL BRIEFING TEAM, HCMC 2023



STRATEGIC S&M DEVELOPMENT SEMINAR IN... 2023



STRATEGIC S&M DEVELOPMENT SEMINAR IN... 2023



STRATEGIC S&M DEVELOPMENT SEMINAR IN... 2023



STRATEGIC S&M DEVELOPMENT SEMINAR IN... 2023



VAN LANG UNIVERSITY – VLU, HCMC 2023



VAN LANG UNIVERSITY – VLU, HCMC 2023



VAN LANG UNIVERSITY – VLU, HCMC 2023



INTERCONTINENTAL PHU QUOC, HCMC 2022



INTERNATIONAL UNIVERSITY - VNU, HCMC 2021

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REFERENCE LETTERS

Through *Their* Eyes

Perspectives from those who have worked alongside me across business, leadership, culture, and education.

NP

Nguyễn Phương Ngọc

Former Direct Manager at InterContinental Saigon | Marketing Director, Meliá Serenity Cam Ranh Beach Resort

Tôi biết Nhi từ gần một thập kỷ trước, khi tôi là sếp trực tiếp của cô ấy tại InterContinental Saigon. Trong thời gian làm việc chung, tôi đã có cơ hội chứng kiến một hành trình thăng tiến đầy ấn tượng của Nhi. Bắt đầu từ vị trí Thực tập sinh Marketing, bằng tài năng, sự nhạy bén và nỗ lực vượt bậc, Nhi đã liên tục khẳng định mình và vươn lên vị trí Quản lý Marketing Kỹ thuật số chỉ trong một vài năm ngắn ngủi. Sự phát triển này là minh chứng rõ nét cho năng lực tự học, khả năng thích ứng cao và tư duy làm việc chuyên nghiệp của cô ấy.

[...]

Một trong những phẩm chất nổi bật nhất ở Nhi khiến tôi vô cùng thán phục chính là khả năng nghiên cứu chuyên sâu về một vấn đề. Khi đối mặt với bất kỳ đề tài hay bài toán hóc búa nào, Nhi luôn có một sự tập trung đáng kinh ngạc để nghiên cứu qua nhiều nguồn kiến thức đa dạng, chủ động tổng hợp các luồng thông tin phức tạp và rút ra những bài học cốt lõi mang tính thực tiễn cao.

[...]

Bên cạnh năng lực chuyên môn, điều khiến tôi trân trọng nhất ở Nhi là mối quan tâm sâu sắc đối với sự phát triển của đất nước. Tôi đã vô cùng ấn tượng với cách cô ấy chủ động tìm kiếm và kết nối các nghệ nhân thủ công truyền thống, các yếu tố văn hóa nghệ thuật trình diễn, cho đến những người nông dân trồng trà và cà phê hữu cơ. Từ đó, Nhi đã lồng ghép khéo léo và sáng tạo để tạo nên những sự kiện có chiều sâu trải nghiệm, chạm mạnh mẽ đến cảm xúc và khơi dậy lòng tự hào dân tộc của người tham dự."

READ FULL LETTER →

VZ

Vojtech Zehnalek

Former CEO, InCorp Vietnam | Current CEO, Companies House Insights

"One of Nhi's strongest qualities is her capacity for strategic and systematic thinking. She did not approach marketing as a collection of isolated campaigns or short-term commercial activities. She examined how the structure of the marketing function, the capabilities of the team, and the selection and management of external vendors needed to support the company's broader direction. She took ownership of restructuring both the internal marketing team and our relationships with marketing vendors so that resources, responsibilities, and execution were better aligned with the company's long-term strategy.

[...]

Nhi was also the strongest manager in the organization in identifying and mobilizing talent. More importantly, she did not depend solely on recruiting experienced professionals. She invested substantial effort in training junior colleagues, transferring knowledge, setting clear expectations, and creating an environment in which less-experienced employees could develop quickly. Her leadership combined high standards with accessibility and positive energy.

[...]

She does not treat leadership merely as authority over a team. She treats it as responsibility for people, systems, and outcomes."

READ FULL LETTER →

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REFERENCE LETTERS

Through *Their* Eyes (Cont.)

Further perspectives from leadership, client partners, and academic mentors.

JT

Jessica Tran

Former Senior Associate, Talent Acquisition | Fossil Vietnam, Fossil Group

"When she encounters a challenge, she does not wait for someone else to solve it. She builds relationships, identifies opportunities, and finds solutions that create value for everyone involved.

[...]

Keira served as the bridge between my team on the client side and the web development team responsible for implementation. She communicated complex business requirements with clarity, aligned stakeholders with different priorities, and ensured that discussions remained focused on delivering meaningful outcomes rather than simply completing technical tasks. Her ability to build understanding between people with different perspectives became one of the key reasons the project progressed smoothly.

[...]

Over the years, I have come to realize that this is how Keira approaches almost every challenge. She asks thoughtful questions before offering answers. She seeks to understand root causes instead of treating symptoms. She listens carefully to different perspectives, synthesizes information, and develops solutions that are both well-reasoned and practical."

READ FULL LETTER →

LL

Leo Dong Son Lam

Associate Lecturer | School of Business, RMIT University Vietnam

"Ms. Nhi has generously delivered multiple guest sessions without any official credit or formal obligation, demonstrating her genuine commitment to nurturing future hospitality professionals. Her willingness to contribute purely for educational impact reflects both her professionalism and her passion for the industry.

[...]

In her sessions, Ms. Nhi provided invaluable insights into the ultra-high-net-worth client segment, an area rarely covered in depth within standard curricula. She shared practical knowledge on luxury event planning, personalized guest management, confidentiality standards, and risk management strategies tailored specifically to high-profile and high-value clients.

[...]

Students greatly benefited from her authentic case studies and honest reflections on operational challenges. Her sharing not only enhanced their technical understanding but also elevated their service mindset, professionalism, and awareness of global luxury standards."

READ FULL LETTER →

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SUPPORTING DOCUMENTS · TRAINING

Training & Development

Continuous professional development across technology, leadership, and mindful practice.

DATA ANALYTICS & DIGITAL TRANSFORMATION

IT Business Analysis & SDLC

Professional Training Institute · 2025



MINDFUL LEADERSHIP

Mindful Leadership: Search Inside Yourself

PACE Institute — SIY Global · 2022



LEADERSHIP & ORGANIZATIONAL DEVELOPMENT

Leadership Development for Management

InCorp Vietnam · 2024–2025



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SUPPORTING DOCUMENTS · ACHIEVEMENTS

Professional Achievements

Recognition of excellence in hospitality leadership and operational impact.

AWARD OF RECOGNITION

Best Contributor Award

InterContinental Phu Quoc Long Beach Resort
2022


INTERCONTINENTAL
PHU QUOC LONG BEACH RESORT

CERTIFICATE
OF APPRECIATION

THIS IS HEREBY GRANTED TO

VÕ THỊ YẾN NHI

For outstanding contribution to
Sales & Marketing Department in the month of APRIL

SUPERVISOR/MANAGER

DEPARTMENT HEAD

FORMAL PROMOTION

Promotion Letter — Marketing Manager

InterContinental Phu Quoc Long Beach Resort
2021


INTERCONTINENTAL
PHU QUOC LONG BEACH RESORT

Phu Quoc, 25 January 2022

PRIVATE & CONFIDENTIAL

Ms. Vo Thi Yen Nhi

PROMOTION LETTER

Dear Ms. **Vo Thi Yen Nhi**,

Congratulations!!!

In the spirit of IHG commitment to give our people "*Room to Grow*", it delights me to confirm your promotion as **Marketing Manager** at the InterContinental Phu Quoc Long Beach Resort effective from **25 January 2022**.

Your passion and hard work in carrying out your job responsibilities indeed made a lot of difference to the people working with you, and therefore, to the guests that we serve. In your new position, it is my fervent hope and expectation that your passion to excel will grow all the more and that you will continue to be a role model of living our "*Winning Ways*", and therefore, help develop InterContinental Phu Quoc Long Beach Resort to a new level of excellence.

In acceptance of this promotion, kindly visit HR office at your soonest convenience to affix your signature in the promotion decision.

Thank you and good luck!!!

Sincerely,

Oliver Horn
General Manager

intercontinental.com

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