

**G3 Worldwide Hong Kong Ltd**

**Project lead development origin Vietnam**

**Role Summary**

Lead and manage the ongoing geographical expansion project into Vietnam, ensuring successful execution of expansions strategies, supporting our local partners in their daily operations, developing solutions to support the countries need and aligning with internal and external stakeholders.

This role focuses on advancing the established expansion plan, optimizing processes, managing stakeholder relationships, further grow the customer base and overcoming operational challenges to achieve growth objectives.

**Job Responsibilities**

* Oversee and drive the execution of the existing expansion strategy in Vietnam, adapting it when needed and ensuring milestones and KPIs are met.
* Prospect, negotiate, and sign new customers to expand the market presence.
* Coordinate cross-functional teams including product portfolio, pricing, operations, legal, finance, customer service, and local partners to ensure smooth market entry and expansion activities.
* Monitor market trends, competitor activities, and regulatory changes in Vietnam to adapt expansion tactics as needed.
* Manage relationships with the local suppliers and agents, customers, and other key stakeholders to facilitate operational success and compliance.
* Identify operational risks and challenges in the expansion process and implement effective countermeasures.
* Ensure all internal policies, SOPs, and local regulations are followed throughout the expansion process.
* Lead and support local partners in Vietnam, providing guidance, training, and performance management to achieve expansion goals.
* Report regularly to senior management on progress, challenges, and opportunities related to the Vietnam expansion.
* Develop the link between the current product proposition and the product proposition needed for the Vietnamese market, ensuring relevance and competitiveness.
* Maintain and expand a network in Vietnam that will support the expansion, including key influencers, partners, and industry experts.
* Manage budgets related to expansion activities and ensure cost-effective execution.

**Reporting line**

* The Project lead will report to the Asia Expansion Program Manager, supporting the development of new cross-border logistics services via developing other origins.

**Requirements**

* Bachelor’s degree in Business Administration, International Business, Supply Chain Management, Logistics, or a related field.
* Minimum of 5 years’ experience in project management or business development in an international environment preferably within the international logistics sector in Vietnam or Southeast Asia
* Strong interpersonal and communication skills.
* Ability to motivate the different stakeholders to participate and contribute to the project.
* Hands-on approach with a flexible mindset and the ability to adapt to changing needs.
* A proactive learner with the persistence to understand complex details.
* Results-driven, customer-focused attitude.
* Knowledge Vietnam’s business environment, legal and regulatory landscape, and cultural nuances.
* Experience in prospecting, negotiating, and closing deals with new customers.
* Experience working in a multi-cultural, international team environment.
* Proficiency in both spoken and written English and Vietnamese; additional language skills (e.g., Mandarin or Cantonese) are a plus.
* Willing to travel about 30% of time.