



# CHEA SEREYVUTH



## EDUCATION

### Norton University

2006 - 2010

Graduate Bachelor of English (Major English For Communication )

### Prah Reach Somphea High School

2003 - 2006

Graduate Diploma



## WORK EXPERIENCE

### Carlsberg (RSM)

Aug 2024–Present

### Unilever Cambodia (Sr.Regional Sales Manager)

Sep 2022–Jul 2024

### Unilever Cambodia (Area Sales Manager Central and West)

Jan 2021–Aug 2022

### Unilever Cambodia (Modern Trades Manager)

Mar 2019–Dec 2020

### Unilever Cambodia (Area Sales Manager West)

May 2017–Feb 2019

### Unilever Cambodia (Area Sales Manager Wall's Ice Cream)

Dec 2015–Apr 2017

### Unilever Cambodia (Distributor Assistant Manager Wall's Ice Cream)

Jun 2015–Nov 2015

### Unilever Cambodia (Distributor Executive Wall's Ice Cream)

May 2014–May 2015

### Advance Computer Technology (Assistance Managing Director)

Jan 2013–Apr 2014

### Advance Computer Technology (Sales Manager)

Jan 2012–Dec 2012

### Brands Solution (Agency Assistant Marketing Manager)

May 2011–Dec 2011



## AWARDS

**2021 Full Year Performance** 1<sup>st</sup> Runner Up ASM Awards

**2020 Full Year Performance** Best ASM Awards

**Dec 2018 Full Year Performance 2018** Runner Up Best ASM Awards

**Sept 2018 Quarter 3** Third Up Best ASM Awards

**June 2018 Quarter 2** Third Up Best ASM Awards

**Mar 2018 Quarter 1** Runner Up Best ASM Awards

**June 2015** Brighter Future Hero Awards



## PROFILE

**Current Address:** #57A, Street 1,  
Sangkat Chamchao, Khan  
Porsenchey, Phnom Penh,  
Cambodia

**Sex:** Male

**Date of Birth:** 20-Apr-1988

**Marital Status:** Married

**Place of Birth:** Sihanouk Ville

**Child:** 2 Children's



## DESCRIPTION

Self-Motivation Professional with more than 15 Years of experience and significance Expertise within Sales and marketing field providing excellent ways how to sales products and managing daily achievement by through Discipline, Hard Working, High Responsible, and High Commitments



## CONTACT

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## HOBBIES

Ride Bicycle  
Listen Music  
Travelling



## KEY ACHIEVEMENT WITH UNILEVER (10 YEARS)

### Experience Career Growth Roadmap

2014	2015	2015	2017	2019	2021	2022
DE	DAM	ASM(IC)	ASM(GT)	ASM(MT)	ASM(Central)	Sr.RSM

#### Ice Cream Business

- Winner Brighter Future Hero Award for Ice Cream biz in 2015
- Successful set up new 5 Distributor and 2 sub distributors for.
- Deploy Ice Cream Cabinet over yearly target within 3 months and double business size within 2 year)
- Build strong distribution network and effective model
- Build talent to support business growth

#### General Trade Business

- Turn around business in west area from negative growth -8% to positive growth +3%
- Successful set up new 2 Distributor in the same time (Only 2 months)

#### Modern Trades Business

- During Covid Situation most of Business are dropping but I can lead Business Growth 50% Vs Company Growth only 4.8%)
- Set up strong visibility with key customers Aeon, Lucky, Makro, Big C



## MAIN RESPONSIBILITY WITH UNILEVER

- Plan the sales strategy for Biz in territory, target, budgeting management and processing
- Coverage planning and strategy for next 5-year plan
- Motivation and program development for sales team
- Manage and build strong relation with Distributor and Keys Customer to Achieve sales Target both primary sales and secondary sales.
- Leading distributors to deliver business KPIs
- Manage and develop business road map
- Build up business Strategy and looking opportunity to for growth with right approach
- Analysis distributors ROIs
- Analysis Sales growth and opportunity by channel
- Monitoring Products distribution and Assortment channel
- Manage Daily/Weekly/Monthly Meeting with Customers
- Handling objection with customer and distributor
- Monitoring Budget expense make sure deliver company target.
- Control service level between Company and customer
- Build up business Strategy and looking opportunity to for growth with right approach



## MAIN RESPONSIBILITY WITH CARLSBERG

- Manage distributors' network and to achieve distribution target by regions
- Execute strategic sales and marketing initiatives to meet allocated targets, to hold internal meetings at sufficient frequency to allow analysis of the sales activities.
- Monitor sales performance and products closely to ensure that sales volumes and targets are achieved
- Supervision of personnel, including work allocation, training, and problem resolution, evaluate performance and make recommendations for personnel action
- Keep management informed of sales activities and channel performance by submitting timely and accurate reports on a regular basis
- Ensure overall servicing of outlets/ customers are effective and optimal for both outlets and the organization
- Develop solid and long-term influential relationships with distributors and key outlets in the assigned territories
- Make daily visits with sales professionals to help close business deals, as well as ensuring customer satisfaction remains at the highest level