

COMPANY PROFILE

Dr. SME
RESTRUCTURING - DIGITAL TRANSFORMATION



CONNECTIVITY - EMPATHY - SHARING - ACCOMPANY



OPEN LETTER

From Boad of Director Dr. SME

Restructuring - Digital Transformation company limited

Your enterprise is currently having issues such as: slow growth rates, even negative growth in recent times, limited market share, dramatically decreasing profit, low revenue and loss of employee motivation. Company has tremendously confused whether should be upgraded or maintained. You are utterly bewildered when facing with the diversity of digital transformation solutions that you don't comprehend are compatible with your current business and the future digital transformation roadmap?

As a restructuring consulting company - digital transformation for businesses, we will accompany with Vietnamese businesses in digital transformation that has the most advanced technology and knowledge resonating with wisdom, skills and lots of Vietnamese expertise and international consulting organizations. Dr.SME has been established with leading experts in innovation, strategy, governance, operations, finance, human resources and technology recommending you to build strategies, roadmaps, solutions, implementation plans, risk management... to help your business overcome current operational issues and succeed to transform digitally to adapt to future challenges. Please refer to the following pages that illustrate the detailed information of Dr. SME services.

Dr.SME, is looking forward to collaborate with an enterprise and provides the best customer service and experiences, is being a friend to connect, empathize, share, accompany and support business in the future.

Chief Executive Officer
NGUYEN HOANG LE

INTRODUCTION



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“Industrial revolution 4.0” and “ Make in Vietnam” have been frequently mentioned in recent years. Not only do they affect each individual but also affect tremendously all aspect of economy – politic – culture – social life. Especially in the economic field, enterprise has currently faced with a number of difficulties and challenges to keep up with Artificial intelligence(AI, Internet of Things(IOT), Big data, Blockchain. Applying Technology Revolution 4.0, It is called Digital Ages by Dr.SME.

As surviving and developing in the Digital Age, enterprises have to meet the standards of business models, operational processes, digital transformation, and be able to provide services according to the needs. If company still consider changing, the elimination of business will be occurred as a necessity.

Dr. SME, is established as an independent consulting company, cooperates leading experts from diversity of business fields and work “side by side” intently with Vietnamese enterprises. Dr. SME support company to implement Digital Transformation and overcome challenges by changing the way of corporative governance, reorganizing the business model based on new technology.

Dr. SME provides essential, crucial and practical services for each business which is from foundation to advance. Company is helped to apply digital transformation in producing and developing sustainably steadily in the future.

VISION - MISSION

Vision: By 2025, DR. SME, will be able to advise 1,000 businesses in Vietnam, connecting and building a community of up to thousands of members between businesses and experts in digital transformation and related fields, helping business to become sustainable leaders in their fields of Vietnamese and regional markets. Therefore, Dr. SME assists the Vietnamese business community to make breakthrough steps to catch up and enter the international business market.

Our mission: Accompanying Vietnamese enterprises in digital transformation to the most advanced technology and knowledge, integrate with the wisdom, consulting organizations economic , Vietnamese and international expert community.



CONNECTIVITY

EMPATHY

SHARING

ACCOMPANY

Core Value

01

Ecosystem



02

Innovative



03

Integrity



04

Performance



05

Society



GENERAL SOLUTION

**DIGITAL MATURITY
ASSESSMENT AND
CONSULTING SERVICE**

**DIGITAL
HUMAN RESOURCES**

**RESTRUCTURING
CONSULTING
AND IMPLEMENTING
BUSINESS
OPPORTUNITY**


**DIGITAL
STRATEGY FOR
ENTERPRISE**

**DIGITAL TRANS-
FORMATION
MODEL**

**TRAINING &
EDUCATION**



CONSULTING & RESTRUCTURING



Accelerating Market accessment

Executive expertise

Operational Digitization

Process improvemnt – Assurance raising

Human resources:

Advanced in HR Analytics



COMMERCIAL MOTIVATION



Trading promotion will be helped businesses to find oportunities to buy and sell goods in term of providing e-commerce development

Connecting traditional commerce on digital platforms

Accomplishing logistics infrastructure

DIGITAL TRANSFORMATION MODEL



Providing strategy and governance model for Digital Transformation (Implementing of big data technology - Big Data, Blockchain, Artificial intelligence - AI and Internet of things - IOT)

Changing strategic thinking
Changing system
Approaching Sensitive





TECHNOLOGY THINKING
CUSTOMER CONCENTRATION

WORKING ON DATA



IMPLEMENTATION PLAN

METHOD
CONSTRUCTION - OPERATION - TRANSFER



CYBER SECURITY AND BIG DATA

STRATEGIC DEVELOPMENT

BUSINESS DIGITALIZATION

The trend in 4.0 is digitization. Digital value can support enterprise to increase productivity and gain competitive advantages.



SUPPLY OF DIGITAL HUMAN RESOURCES

DITITAL HUMAN RESOURCES RECRUIMENT SERVICE

Dr. SME provides digital human recource recruitment services to business according to specific requiremment.

SUPPLY OF EXPERTS/MANAGER

DR. SME has potential human resources and digital experts able to work at company during dig-ital transformation processing in seasonal contract or project. It is flexible and initially solves the business issues facing in Digital transformation.

- Supply chain analysis
- AI and Analytics



DIGITAL MATURITY ASSESSMENT BENCHMARK AND DIANOSIS SEVICES FOR BUSINESS

A digital maturity assessment benchmark, based on reference sources from tremendously prestigious organizations domestic and abroad comprehensively, analizes and mea-sures the overall level of digital maturity on 6 key dimen-sions of the enterprise's operation and business activities including:

1. Customer
2. Strategy
3. Operations
4. Data
5. Technology
6. Culture



TRAINING

TRAINING & CERIFITICATION: Upskill yourself or your workforce with training courses and certification on the concepts of digital maturity and transformation and get practical guidance on how to plan and execute programs to drive digital transformation. The importance of having the right transformation team and approach to driving your digital transformation.

Dr. SME Courses:

1. Customer experience training cources in digital age
2. Digital transformation and Industry 4.0 overview
3. Deploying and implementing Digital transformation.
4. Strategy development
5. Improving Coporate culture & Internal communicaion enterprise
6. Digital maturity assessment practitioner

SPECIALIST & CONSULTANT EXPERT



**(MBA)
TÔ ĐÌNH HIẾU**

Master of Business
Information Systems
- Digital Trans-
formation Strategy
Consultant



NGUYỄN HUY DU

Co-Founder, Vice
President - Digital
Transformation
Consultant



PhD TRẦN THỌ ĐẠT

Chairman of the
Council of National
Economics Universi-
ty, member of the
Prime Minister's



MÃ THỊ KIM ĐÀO

Vice President of
Real Estate Broker-
age Association, CEO
Dai Kim Son Group,
Design Consultant



HÀ MINH CHÂU

Corporate culture
specialist.
Used to advise on
organizational culture
for Ford, Unilever,
Tecombank, Intel,
Nokia Siemens..



JOSEPH HUYNH

Digital Transformation
Consultant.
Senior Director of Yahoo,
Product Manager of
Atlassian, Lazada...and
Founder and CEO of
Candylio Company



GIANG LÊ

Chairman of CSCI
Indochina
Co-founder of DTSI



ERIC KIMBERLING

CEO Third Stage
Consulting Group



**CHRIS ELKIN - FOUNDER
DOODLE BRANDS**

Consultant in brand-
ing, marketing and
customer relationship
management



**Ph.D
MAI THỊ HOÀNG MINH**

Consultants
accounting and auditing



**THẠC SĨ
VŨ VĂN VỸ**

Digital Transforma-
tion Consultant.
Majoring in Informa-
tion Systems, Viet-
nam National Univer-



Assoc. Prof TẠ LỢI

Director of the Insti-
tute of International
Trade and Econom-
ics, National Eco-
nomics University



JOHN NGUYEN

Industry 4.0 applica-
tion solution consul-
tant Supply chain
management



PHAN HỒNG QUÂN

Chairman of VietStart-
Up Exchange, former
CEO of EuroCapital,
Director of VinaCapi-
tal, Financial consul-
tant, equitization and
start-up



NGÔ QUANG HIỆP

Supply Chain Consul-
tant, 30 years of
experience in FMCG
Food & Drink industry
for multinational
corporations.

FOUNDER

DR. SME





NGUYEN HOANG LE

- **DIGITAL TRANSFORMATION STRATEGY SPECIALIST**
- **FOUNDER & CEO DR. SME**
- **CO-FOUNDER & CEO AERO SEAGULL (HAI AU AVIATION)**
- **CHAIRMAN & CEO PHUONG NAM SEAFOODS**
- **FOUNDER & CEO SASCO TRAVEL**

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EDUCATION

- Master of Business Administration (MBA) - Project management
- Bachelor of Foreign Trade - Import – Export management
- Bachelor of Business Administration- Industrial management

PROFESSIONAL DEVELOPMENT

- English for International business
The Australian Centre for Languages, Sydney, Australia
- International Relations
International People College, Helsingor, Denmark
- CEO of Tourism
HCMC Economics University, Ho Chi Minh City, Vietnam
- Professional CEO
PACE Institute of Management, Ho Chi Minh City, Vietnam
- Certificates of Professional of stock exchange dealer
Vietnam Stock Exchange
- Industrial Environment Management
AOTS, Tokyo, Japan

Becoming the CEO of Sasco Travel at the age of 27, Mr. Le has brought tremendously innovation in airport services and tourism field, making SASCO Travel become a favorite travel business with distinctive high growth rate. He was the founder and CEO of Aero Seagull (sold to Thien Minh Group and renamed as Hai Au Aviation) - one of the first seaplane operating airline in Vietnam. He also involves in establishing and operating Blue Sky Airways, which operates helicopter services and private business aircraft.

In the field of management, Mr. Le used to be the chairman and CEO of Phuong Nam Seafoods (in Soc Trang province). According to his experience, management ability, and extensive international relations, he helped Phuong Nam Seafoods overcome difficulties and develop outstandingly...

Mr. Le is an inspirational person, having more than 20 years of successful experience in business leadership, strategy building and business operations. As a dynamic leader with a knowledgeable experience of working in competitive business organizations, Mr. Le is often invited as a speaker for seminars, workshop and conferences related to governance, strategy, entrepreneurship at home and oversea.

Having attended the Digital Transformation Strategy training course of MIT University, Mr. Le is a digital transformation strategy consultant for the number of businesses and start-up projects. He desires to have contribution on Vietnamese digital transformation community. Therefore, Mr Le, Mr. Vu Tuan Anh and Mr. Dao Trung Thanh established an independent consulting company on Digital Transformation called Dr. SME.



VU TUAN ANH

- **DIGITAL TRANSFORMATION STRATEGY SPECIALIST** FOUNDER & VICE PRESIDENT DR.SME
- **INNOVATION AND ENTREPRENEURSHIP SPECIALIST**

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EDUCATION

- Master of Business Administration, Asian Development Bank Scholarship – ADB 2001
- Master of Business Administration in Thailand Asian Institute of Technology Swiss Government Scholarship 1999

PROFESSIONAL DEVELOPMENT

- Certificate of training in senior management from the German government GIZ -2021
- Certificate of Samsung Production System Consultant
- Quality Productivity Management Professional Training Certificate in Japan/ AOTS 2020
- Certificate of Entrepreneurship and Innovation Training Instructor IPP Program Program between the Finnish government and the Vietnamese Ministry of Science and Technology 2018
- Certificate of Innovation Coach of the IPP Program – Program between the Finnish government and the Vietnamese Ministry of Science and Technology 2018
- Certificate in Business Innovation Consulting Swedish University Outreach (Sweden) 2017

Digital transformation strategy consultant at VTC Academy, Mr. Vu Tuan Anh has participated in many Digital Transformation projects, including outstanding projects such as the GOTADI development project in the tourism and hotel industry; Implement human resource and operation management system at HG Travel - Vietnam's leading travel group and airline representative; Participating in the implementation of Ree Corporation's hydropower project in Laos.

Participated in consulting on building marketing, enrollment and branding systems at Saigon Tech, advising on supply chain production management in Vietnam's garment industry, Thien Long ballpoint pen, Holcim, Big C.

Mr. Vu Tuan Anh is an expert in training and human resources. He implemented the project of building an E-learning training system from SK Telecom worth US\$7 million, building and perfecting the recruitment system of Coats Phong Phu factory.

Founding and implementing the Future Career program for 30 million students and high school students since 2010 to develop careers (completely free) for all students and students in Vietnam – implementation project nationwide so far.

Speaker and author of nearly 100 articles and events on VTV, HTV, Saigon Economic Times. VCCI Entrepreneur Forum on digital transformation, entrepreneurship, innovation, future careers.

Author of the book "Khởi nghiệp ngay, sạt nghiệp luôn" and co-author of "Hướng Nghiệp 4.0"



ĐẠO TRUNG THANH

- **DIGITAL TRANSFORMATION STRATEGY SPECIALIST**
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EDUCATION

- Master of Telecommunications, Ho Chi Minh City University of Technology. Ho Chi Minh
- Master of Cybersecurity (Institut National des Télécommunications - France)

PROFESSIONAL DEVELOPMENT

- Programming skills C, C++, Java, Visual Basic, Visual Studios, Javascript, HTML, Python, R-Programming
- Network Certificates MSCE, Cisco, Juniper
- Skills in Machine Learning, Big Data, Data Analytics
- Business skills such as project management, Agile methods, digital transformation, business planning; Design thinking, strategic thinking

As an expert in Telecommunication and IT field with more than 26 years of experience, Mr. Thanh has achieved many technical and managerial positions such as Deputy Director of Customer Support Center and Charge Management - VNPT HCMC., Deputy Director of Postal Informatics Company (Netsoft) and in charge of technology and strategy of MVV Group, lecturer at MVV Academy and recently held the position of Information Technology Director (CIO) of Vinschool System, which is the largest education system with 28,000 students from kindergarten to grade 12 with 33 campuses across the country.

As a strategic consultant for a plenty of domestic and foreign companies and corporations such as MobiFone, Viettel, PVGas, MB Bank..., Mr. Thanh also has 12 years of teaching experience in Computer Networks, Information Security and Business Administration. at Saigon Tech College (Saigon Tech), branch of the University of Austin (Houston) in Ho Chi Minh City. Mr. Thanh is a collaborator of John von Neumann Institute - Vietnam National University, Ho Chi Minh City, an institute of advanced applying mathematics, participating in teaching the Leadership Training course according to ontological and phenomenological models, the iCEO training program of Ho Chi Minh City. MVV Entrepreneurial Institute.

Mr. Thanh is often invited as a speaker for domestic and foreign IT and telecommunications seminars, workshop and conferences.

In addition, Mr. Thanh regularly publishes articles in Tuổi Trẻ Newspaper, ICTNews, Viettimes, VietnamNet in digital transformation, telecommunications policy, IT, network security, financial technology - Fintech, knowledge management, products and services related to Telecommunications and IT and public policy and health, education and finance field.

As a KoL (with a green tick on Facebook) with more than 16,000 followers, Mr. Thanh often posts articles on Facebook related to his professional and receives positive and favorable attention.

The book is titled "Hướng nghiệp 4.0", which Mr. Thanh co-authored, on the topic of the 4th Industrial Revolution for career guidance of the young generation.

Dr. SME

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