

# RESUMÉ

**Full name** : LEE BANG HYUN

**Date of birth** : Sep 7th, 1990

**Nationality** : South Korean

**Gender** : Male

**Permanent address:**

**Contact no.** : **Email:** ben@everon.com

**Professional level:** MA in Philosophy and Education

## Education background

2017 – 2019	<b>Columbia University, USA</b> Master of Arts in Philosophy and Education
2013 - 2016	<b>Colby College, USA</b> Bachelor of Arts in Philosophy, Minor: Education
10/2014 - 06/2015	<b>University of Oxford, UK</b> Visiting Student Program

## Working experience

Hanoi, VN Nov 2021- Present	<b>Brand Marketing Manager, Everpia Joint Stock Company</b> <ul style="list-style-type: none"> <li>Initiate a rebranding project for its brand Everon to transition into the wider home living brand</li> <li>Build teams of the consumer-centric marketing team from the wholesale marketing team</li> <li>Manage overall integrated marketing communication campaigns on both online and offline channels</li> </ul>
Hanoi, VN Jan 2021- Present	<b>ESG Manager, Everpia Joint Stock Company</b> <ul style="list-style-type: none"> <li>Build ESG team to manage sustainability strategy and execution</li> <li>Implement green building certification for the new factory and apply various sustainability indexes to devise ESG strategy for the firm</li> </ul>
Hanoi, VN Jan - Oct 2021	<b>Purchase Manager, Everpia Joint Stock Company</b> <ul style="list-style-type: none"> <li>Managed the operation of the supply chain for bedding and padding business</li> </ul>
Hanoi, VN Sep 2019- Present	<b>Strategy Planning Manager, Everpia Joint Stock Company</b> <ul style="list-style-type: none"> <li>Develop new distribution strategy as an omnichannel retailer of mattress, bedding, and homeware products in Vietnam</li> <li>Devise KPI framework for 14 business units and manage monthly progress of KPI achievement</li> <li>Develop performance salary scheme for B2B unit to stimulate marketing activities while maintaining target profit ratio</li> </ul>
New York, USA 2018	<b>ATLAS.ti Coder, ReD Associates</b> <ul style="list-style-type: none"> <li>Processed ethnographic data in ATLAS.ti, a qualitative data analysis tool</li> <li>Collaborated with a team of ReD Associates' consultants on a major foundational study (understanding Gen Z customers in 5 continents) for a Fortune 500 client</li> </ul>

Catalonia, Spain 2016	<b>Assistant Teacher, Ca'laulet Alternative School</b> <ul style="list-style-type: none"> <li>Assisted secondary school teachers and shadowed the principal on school management at democratic/alternative school</li> </ul>
Maine, USA 2015- 2016	<b>Research Assistant, Goldfarb Center for Public Affairs and Civic Engagement,</b> <ul style="list-style-type: none"> <li>Conducted qualitative research on the effects of the Proficiency Based Learning policy on public secondary schools in Maine</li> </ul>

**Current position:** Person in charge of Corporate Governance at Everpia Joint Stock company

**Number of shares in possession:** 892,184

Byself : 892,184 stocks      In representative : None      In related :

**Debt to company:** None

**Related benefit to Everpia JSC:** None

**Related to internal person of Everpia JSC:**

- Name : Lee Jae Eun
- Current position : BOD's member, CEO
- Relationship : Son
- Number ownership proportion of shares held by the internal: 7,567,344 accounting for 18.03% of charter capital.

I hereby undertake to be responsible for the accuracy, and truth of the above content.

**Hanoi, dated 5th Apr 2022**

*(Signed)*

**LEE BANG HYUN**