

Lina Pham

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Olathe, KS 66061



Career-Driven Marketing and Sales Professional with a demonstrated management ability to deliver in high-pressure target-led projects. Experience in marketing/sales operations, account management, and sales analysis. Continuously searching for ways to improve processes and successfully execute Large/Medium/Small Projects. Proven record in strategic collaboration and cross-functional teamwork, with an overall focus on business strategy and improved business performance. Successful account management skills in small/medium/large B2C and B2B Accounts.

EDUCATION

**Master's of Agribusiness
& Economics**
Kansas State University

**Bachelor of Science in
Finance, Economics,
and Communications**
University of Illinois at
Urbana-Champaign

SKILLS

Financial Analysis & P/L
Brand Development
Competitor Analysis
Business Management
Strategic Planning
Content Creation
Online Marketing
Project Management
People Leader

EXPERTISE

Power BI
Microsoft Powerpoint
Google Workspace
Microsoft Excel
SharePoint
Tableau

Professional Experience

Manager Aftermarket Sales Operations US/CA

John Deere, Olathe KS / June 2023 to August 2024

Enable Field Sales Team and Aftermarket Sales Specialists in Territory Management and dealer aftermarket profitability. Ensure Aftermarket Profitability with creation of incentive programs and promotions for field and dealer execution for a \$7B dollar parts business.

- Managed \$54M in budget incentive to achieve 10% YoY growth including analyzing profit/loss statements by product line
- Create and managed data, dashboards, sales reporting and market planning insights for executive leadership, marketing teams and product line teams for execution of sales tactics
- Established, published, measured, executed, and managed incentive programs for over 3K vendors in US/CA for 90% profitable return on investments
- Increase, designed and developed sales team communication, culture and partnering with HR for increase employee satisfaction
- Organize and oversee sales team communications from internal and external stakeholders
- Coordinated and negotiated contracts with vendors for national sales meetings and events for continuing education and onboarding of sales teams

Product Marketing Manager

John Deere, Olathe, KS / November 2021–June 2023

Lead the overall relationship, profitability and business development product agricultural product lines. Support annual and on-going, customer segment based tactical plans to ensure achievement of market share goals and product line objectives.

- Develop, execute, and monitor annual and agile tactical marketing plans for product line responsibility
- Lead Early Order Program Execution and Delivery to dealers and field team with supporting tactical plans
- Maintain alignment with Sales Region, Product Family and Production System team to achieve region, segment, and product line objectives
- Analyze appropriate performance indicators to assess the effectiveness of marketing initiatives/tactics and determine appropriate response
- Developed, executed, and monitored annual and agile tactical marketing plans for an increase of 20% market share growth.
- Analyze and used market trends, industry developments, product innovation, customer and consumer needs to execute on marketing tactical plans
- Maintained alignment with sales team, business development, R&D, marketing communications to integrate marketing insights and strategic planning
- Analyzed appropriate performance indicators to assess the effectiveness of marketing initiatives/tactics
- Created and developed Software as a Service (SaaS) model for product lines for B2B customers

Early Career Experience

Forecasting

Coordinator

John Deere
September 2009 – March
2011

Marketing

Representative

John Deere
June 2008-September
2009

Marketing Intern

John Deere
May-August 2007

Marketing Intern

University of Illinois at
Urbana-Champaign
Jan 2007 to Aug 2008

Tactical Sales Manager - Aftermarket

John Deere, Olathe, KS / May 2019–November 2021

Organize Territory Aftermarket Business Managers and Division Aftermarket Sales Specialists with programs and promotion communications for field execution, leading to 3 consecutive years of parts growth.

- Manage and develop team of data driven Division Aftermarket Sales
- Manage and align dealer prescriptive sales call content for Field Managers
- Assist with Territory alignment and mapping
- Lead E-Commerce Sales Implementation for Sales Team
- Organize onboarding for new hires and continuing education events for field managers

Senior Marketing Rep

John Deere, Olathe, KS / October 2017– May 2019

Responsible for over \$65M in OEM parts sales, promotions and marketing activities for Tillage and Ag Management Solution aftermarket sales.

- Gather, interpret and integrate data from market research, competitive intelligence, dealers and customers and purchase information for recommendation on marketing tactics and programs
- Work with factories, and advertising to develop and deliver product information and competitive comparisons and field level execution
- Lead development and delivery of Parts Expo and redelivery to dealers

Aftermarket Manager

John Deere, Olathe, KS / May 2013 – September 2017

Develop relationships with field managers and channel partners to ensure alignment and knowledge of Parts, Services, and Attachments opportunities.

- Adapt and develop training materials for specific regions. Participate in Customer Clinic Events where appropriate.
- Responsible for over 150 Million dollars in Parts, Service and Accessory sales
- Develop sales and marketing plans for major dealer accounts
- Created Social Media Plan for John Deere dealers to sell parts and attachments reaching over 4000 new customers in 2 days

Portfolio Extensions Product Specialist

John Deere, Olathe, KS / March 2011–May 2013

Organize and coordinate sales and product support activities such as: product presentations, field demonstrations, and competitive assessment, to promote products

- Trained between 30-300 John Deere Dealers and customers on new products and sales solutions
- Organize trade shows and photoshoots for Frontier Brand of products reaching over 10,000 customers nationwide
- Created national marketing plans for Frontier Product line with sales increases of over 2.5 Million dollars in profit
- Innovated advertising campaigns for Frontier Brand including direct mail, social media, email campaigns, webcasts, trade shows, radio and television – reaching all 50 states and 4 countries