



PLATFORM COMMERCIAL EXECUTIVE

ABOUT BambuUP JSC,

BambuUP is A One-stop Innovation Platform that facilitates Meaningful connections among Innovation Providers & Innovation Seekers, nurturing a complete ecosystem for growth and co-creation.

With all trust and passion, BambuUP is established to make Innovation easy to access for every business everywhere.

Website: <https://bambuup.com>

Facebook: <https://fb.com/bambuupnetwork>

LinkedIn: <https://www.linkedin.com/company/bambuup/>

BambuUP is looking for a Platform Commercial Executive mechanism to strengthen our team's capacity on the way to create a meaningful bridge to the Startups Ecosystem.

BambuUP's business model is built on the commercial mechanism of Capital field and Market field. For the Capital mechanism, we work on M&A and fundraising services for both buy-side and sell-side in the market. For the Market mechanism, we work on Startups penetration/ expansion and Corporate Innovation Sourcing Services.

LOCATION

- Ho Chi Minh City

ACTUAL THINGS YOU'LL DO

As a Platform Commercial Executive, you will drive commercial growth and enhance user experience on the company's innovation platform. Your responsibilities will include:

1. Drive platform performance and user growth

- Work closely with Product, Tech, and Marketing teams to optimize user journey and increase user acquisition, engagement, and conversion.
- Monitor key platform KPIs and propose initiatives to improve usage, transaction volume, and customer satisfaction.
- Collaborate on feature testing, feedback gathering, and iterative improvements to ensure a high-quality user experience.

2. Develop and manage strategic partnerships

- Identify, approach, and maintain partnerships with startups, corporates, accelerators, VCs, and other ecosystem players.
- Collaborate with internal teams to craft and execute partner programs that enhance platform value.

3. Connect clients with innovative solutions

- Understand corporate client needs and match them with innovation providers/startups on the platform.
- Prepare tailored proposals, pitch decks, and documents to support solution delivery.

4. Create commercial and partnership content

- Draft compelling partnership proposals, contracts, MOUs, and platform-related documents.
- Prepare impactful content (emails, decks, briefs) that communicates value to clients and partners.

5. Conduct research and analysis

- Analyze market trends, competitor offerings, and platform user behavior.
- Share insights to support product improvements and commercial strategies.

6. Support cross-functional initiatives

- Coordinate with BOD and other departments to support strategic goals.
- Take ownership of specific business growth initiatives as needed.

THE REQUIREMENTS

To be considered, applicants should have the following minimum qualifications:

- Candidates with 1-2+ years of experience in Finance/ Business Development/ Partnership, or related fields.
- Working experience in/with startups is a big plus.
- Business acumen to understand business risk and challenges, and recognize corporate opportunities.
- Ability to work effectively both independently and as part of a team in a robust environment.
- Ability to negotiate skillfully, promote/sell ideas persuasively, and close transactions with mutually beneficial results.
- Excellent presentation, communication and relationship building skills.
- Excellent oral and written communication skills in Vietnamese and English.

BENEFITS

- Monthly salary for full-time applicants: 10M-11M VND (depending on experience and qualifications).
- Social insurance, Health insurance, Unemployment insurance.

- Building the base for one potential Startups to contribute into Startups Ecosystem and Entrepreneurship in Vietnam and Southeast Asia.
- Access to the network with C-levels from big corporates, organizations and government bodies in the entrepreneurship ecosystem in Vietnam and Global.
- Going fast and going effectively with one brilliant BODs and one supportive, active, young and enthusiastic team.
- Participating in office activities such as Happy Hour, 10-min daily Healthcare Program...

HOW TO APPLY

- Company's office:
 - 2nd Floor, National Innovation Center, No. 6, Lane 7 Ton That Thuyet, Cau Giay Ward, Hanoi.
 - 1st floor Dreamplex building 39 Le Hien Mai Cat Lai ward Ho Chi Minh City
- Please send your CV & cover letter (optional) to Ms. Hạnh Nguyễn - admin@bambuup.com
- Email title: [BBU102025] Name_Platform Commercial Executive