

AN QUACH

MARKET RESEARCH & STRATEGY | SUSTAINABILITY FOCUS

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PROFILE

Final-year Bachelor of Business student translating consumer, market and commercial evidence into strategic recommendations. Co-authored a published Vietnam–France sustainability study based on 465 respondents and led a three-person team to one of three winning pitches among 17+ groups. Seeking Market Research or Consumer Insights opportunities as a foundation for sustainability-focused commercial strategy.

RESEARCH, STRATEGY & EXPERIENCE

Published Consumer & Sustainability Research | 2026

Journal of Retailing and Consumer Services | Vietnam–France study. [Publication Link](#)

- Co-authored a cross-country study of 465 consumers, applying PLS-SEM in SmartPLS 4 to examine how blockchain-enabled sustainability information shapes trust, value, eWOM, commitment and purchase intention.
- Strengthened cross-country evidence through data validation, visualisation, drafting and editing across 7 peer-reviewed revision rounds.

Team Lead — Beiersdorf × Unilever Strategic Pitch

RMIT Strategic Games for Business | Industry-evaluated case | Jul 2025

- Led a three-person team in framing an omnichannel competition problem; built payoff logic and analysed Nash, mixed-strategy and Bayesian equilibria with sensitivity testing.
- Translated the model into an omnichannel recommendation; selected as one of three winning teams among 17+ groups by Beiersdorf representatives and employees.

Budget Planning & Management Assistant

Mar 2023-Dec 2024

Confidential Small Music Company - Ho Chi Minh City

- Analysed event budgets and revenue structure, identifying market and revenue fit (not cost control) as the main profitability constraint.
- Recommended prioritising higher-margin private engagements while retaining ~30% of public events; following adoption, quarterly net profit margin rose from 9.01% to 32.38%.

HR Team Member | Project Lead, Induction Day

Jun 2023-Jan 2024

RMIT Business Club

- Aligned 20 members across functions to deliver a club-wide induction event for 50+ participants under tight deadlines; supported recruitment, internal communication, and event planning and execution.

EDUCATION

Bachelor of Business - Economics Major, Finance Minor

Expected Dec 2026

RMIT University Vietnam

Relevant coursework: Strategic Games for Business; Big Data, Machine Learning and Society; Basic Econometrics

SKILLS & LANGUAGES

Research: Consumer research, survey design, literature review, market and competitor analysis, evidence synthesis.

Analytics & sources: PLS-SEM, SmartPLS 4, Excel; Euromonitor Passport, MarketLine, Statista, Scopus.

Languages: Vietnamese (native); English (professional working proficiency)