

Anh Hoang

Principal at Junewood Consulting

Germany | [LinkedIn](#)

GTM and business development leader with 7+ years across tech, VC, and startups in Europe and Asia. Builds commercial motions from zero and closes deals across government, OEM, and enterprise segments.

EXPERIENCE

Principal

Jan 2026 — Present

Junewood Consulting

Germany, Singapore & Hong Kong (remote)

Leading GTM rollout and ecosystem activation for a digital asset project on Base, contributing to a token launch that reached US\$90M+ market cap. Advising a Hong Kong student housing venture on market entry strategy, financing structure, partner selection, and tenant acquisition.

Business Acquisition Manager

Jan 2024 — Jan 2025

Google

Singapore

Drove 8-figure annual new advertiser revenue across SEA and ANZ, consistently exceeding quarterly quota at 110–120% attainment. Set quarterly priorities across 8 markets using performance data, built activation programs for first-time advertisers, and led VC partnership motion from zero, growing early-stage pipeline by 20%.

Senior Consultant

Jan 2022 — Jan 2024

Dalberg Advisors

Hong Kong

Led Google for Education digital transformation across 11 Asian markets, negotiating and closing 20+ government and OEM pilot deals that generated a 7-figure pipeline. Drove adoption across 1,500+ students and 250+ educators using SQL and cohort analysis. Structured region's largest philanthropy forum with 2,000+ delegates from 40 countries, and co-designed stakeholder re-engagement strategy connecting government, academia, and industry.

Co-Founder

Jan 2020 — Jan 2022

Neimu

Ho Chi Minh City, Vietnam

Co-founded and built a 20-person online marketplace for luxury fashion, digitizing traditional retail SMEs end-to-end and migrating partners from cash to integrated digital payments. Launched white-label e-commerce storefronts and omnichannel campaigns that grew both online and in-store traffic. Secured US\$10M+ in high-value inventory through C-level negotiations with 20+ supply partners.

Investment Analyst & Portfolio Support Coordinator

Jan 2019 — Jan 2020

500 Global (formerly 500 Startups)

Ho Chi Minh City, Vietnam

Screened 1,000+ startups for investment evaluation and due diligence. Delivered hands-on growth strategy, retention modeling, and GTM planning for portfolio companies including Sky Mavis and Coolmate.

Business Strategist

Jan 2018 — Dec 2018

Snapchat

London, UK

Advised DACH advertisers on Snapchat's advertising products and tools as the first German Business Strategist. Contributed to hitting internal Q4 sales target for the DACH market.

SMB Intern

Jan 2017 — Dec 2017

Meta (formerly Facebook)

Dublin, Ireland

First German business intern in EMEA. Built B2B case on Facebook against B2C-only view. Interviews and analysis shaped narratives driving strategic initiatives.

EDUCATION

London Business School

Sep 2018 — Jun 2019

MSc in Management

Merit-based LBS scholarship

ESB Business School, Reutlingen University

Sep 2013 — Jun 2018

BSc in International Business

International exchange at Tsinghua University, Beijing

SKILLS

Business Development · Strategic Partnerships · GTM Strategy · Enterprise Sales · Deal Structuring & Negotiation · Key Account Management · Market Entry · SQL · Cohort Analysis · A/B Testing · Financial Modeling · Salesforce · CRM · Market Sizing · Business Case Development · Program Management · Executive Communication · Market Prioritization · Strategic Planning · Government Relations · Cross-Functional Leadership · Team Leadership · German · Vietnamese · English