



Lam Nguyen
Country Director
IDC Vietnam

Lam Nguyen has more than 15 years of experience in the Information and Communications Industry (ICT) in Vietnam, including conducting research work in Boston and business management in San Francisco.

As the Country Director of IDC Vietnam, Lam is responsible for the overall management and development of IDC's research business in Vietnam. He has been involved in ICT market research since 1998 where he headed up IDC's Vietnam PC tracker program. Under his leadership, IDC Vietnam has expanded to a wide range of market research services including hardware and software trackers, telecommunications and mobile coverage, event management, and consulting projects.

Lam first started working in Vietnam in 1992 as an NGO volunteer, business consultant, and start-up entrepreneur. He joined IDG as their first country manager for Vietnam in 1996 where he started and managed IDG's business operations in this emerging market. In addition to his current role with IDC, Lam is also the Director for Business Development at IDG Asia where he explores and develops new business opportunities for IDG in Vietnam. He previously worked at Wildfire Communications as an in-house research intelligence specialist covering speech technology services in the telecommunication industry from 2000-2002 but he subsequently rejoined IDC in 2002.

Lam holds a Bachelor Degree in Finance and International Business Management from Boston University.

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