

MICKAËL DRIOL, EMBA



REGIONAL EXECUTIVE | FDI, GROWTH & P&L LEADERSHIP

Regional growth • P&L ownership • Cross-border investment • Deal execution • Transformation

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Based in Ho Chi Minh City, Vietnam | EU & Vietnam work authorization | Regional travel & relocation

Languages: French (native) | English (bilingual) | Spanish (working proficiency)

EXECUTIVE PROFILE

Regional executive and cross-border investment adviser with 17 years of experience building, growing and governing businesses across Asia and Europe. Brings an owner-operator perspective to FDI, transactions and market entry, with direct accountability for origination, P&L, multi-country teams and executive stakeholders. Leads work from investment thesis and diligence through establishment, operating readiness and performance improvement.

17 YEARS	USD 100M+	23%	USD 18M
International career across Asia & Europe	Combined planned client capital investment	August 2026 run-rate EBITDA margin	Corporate-services portfolio led

LEADERSHIP SCOPE

- FDI, cross-border investment & deal advisory
- Market entry, expansion & portfolio development
- Regional strategy, multi-country operations & P&L
- M&A, joint ventures & investment structuring
- Industrial investment & operating readiness
- Transformation, governance & performance
- Government, investor & institutional engagement
- Supply-chain strategy & localization

PROFESSIONAL EXPERIENCE

MEKONG PARTNERS | Chief Executive Officer (CEO)

Shanghai & Ho Chi Minh City | 2015 - Present

- Lead cross-border strategy, investment and execution mandates for companies, investors and institutions across Asian and European markets; built scalable multidisciplinary delivery teams with end-to-end responsibility for client development, delivery and P&L.
- Built a profitable, multi-million-dollar advisory business through a diversified portfolio of complex cross-border mandates; 32 engagements were delivered through PwC and other international professional-services firms, and around 60% of clients commissioned repeat work.
- At the August 2026 run rate, operated at an EBITDA margin of approximately 23% after project-delivery costs, executive compensation, staff costs and recurring overhead; personally originated or served as executive relationship lead for approximately 76% of current annualized net fees.
- Advised on industrial-investment and operating-readiness programs representing more than USD 100M in combined planned client capital expenditure, including the launch of European manufacturing operations in Vietnam in about 9 months.

G.H LOGISTICS | Commercial Director, Vietnam

Ho Chi Minh City, Vietnam | Nov 2022 - Present | Concurrent part-time executive appointment

- Report directly to the Group founder and Chief Executive Officer (CEO); lead commercial development for the Vietnam operations of a Ningbo-headquartered freight-forwarding group.
- Working with the Country Manager, increased annualized portfolio billings by approximately 72% through August 2026 versus the pre-appointment baseline.
- Won and expanded a diversified portfolio of multinational and regional accounts, including strategic annual contracts.
- Built a qualified multi-market commercial pipeline; opened 3 China-Vietnam-Europe corridors and improved the gross-margin rate by around 3 percentage points.
- Lead the Vietnam commercial team and coordinate commercial and delivery specialists across the group's regional network.

PwC | External Senior Advisor, Strategy & Deals

Remote (based in Ho Chi Minh City), Vietnam | Sep 2019 - Apr 2022 | Engagement delivered through Mekong Partners

- Contributed as External Senior Advisor or workstream lead to approximately 24 engagements across 4 markets, including 6 market-entry decisions and 4 acquisition or joint-venture assessments.
- On selected operating-model engagements, modeled potential addressable-cost savings of approximately 10-18%.
- Served as senior adviser or workstream lead, aligning PwC Partners, investors, client executives, specialists and public stakeholders on confidential engagements.

TRICOR GROUP (NOW PART OF VISTRA) | Director of Business Operations & CoSec (Company Secretarial)

Shanghai & Ho Chi Minh City | Engagement delivered through Sapience Partners

Promoted from Corporate Services & Marketing Manager (Feb 2016-Jan 2017) to Director (Feb 2017-Aug 2019)

- Led 9 direct reports within a 32-person cross-market delivery network serving 110 multinational clients across 6 Asian markets.
- Oversaw a portfolio representing approximately USD 18M in cumulative recognized fee revenue during the Director tenure; expanded strategic multinational accounts and sustained strong retention across the opening client cohort.
- Standardized workflows and controls, reducing average turnaround time by approximately 23% and bringing on-time statutory and governance delivery to approximately 95%.
- Directed 8 major restructuring, compliance and governance mandates across APAC.

TRICOR GROUP (NOW PART OF VISTRA) | SELECTED REGIONAL SECONDMENTS

Shanghai & Singapore | Aug 2017 - Aug 2018 | Concurrent with Tricor leadership role | Engagement delivered through Sapience Partners

- **BOX Group - Head of Marketing & Communications (Mar-Aug 2018)**: led regional marketing during the 6-month secondment; increased qualified digital engagement by about 40% and initiated 7 ecosystem collaboration initiatives.
- **Energy Eco Chain Foundation - Senior Manager, Marketing & Business Development (Aug 2017-Feb 2018)**: led marketing and business development across China, Singapore and Indonesia; expanded the qualified sponsorship and commercial pipeline by about 35% and developed 9 partnership opportunities.

EY (ERNST & YOUNG) | Consultant, Transaction Advisory Services (now known as Strategy & Transactions)

Shanghai, China | Feb 2013 - Jan 2016

- Contributed to 61 market-entry and transaction-related assignments across China, Hong Kong and regional markets, including 26 market-entry assessments and 15 acquisition or joint-venture assessments. Selected client investments and transactions reviewed represented approximately USD 130M in aggregate contemplated value.
- Led defined workstreams on 18 assignments and coordinated project teams of 3-6 across commercial due diligence, establishment models, competitiveness and value-chain analysis.

TENCENT | Senior Product Manager, Enterprise Software

Shenzhen & Shanghai, China | Jun 2010 - Jan 2013

Promoted from Product Marketing Manager to Senior Product Manager

- Supported product and go-to-market management for an enterprise-software portfolio that generated more than USD 30M equivalent in cumulative recognized revenue during the 32-month tenure; annual portfolio revenue was 28% higher in the final comparable period than at entry.
- Supported approximately 90 enterprise accounts, including Amazon, Sina and Alibaba; led 4 core team members and coordinated 12 additional cross-functional contributors; contributed to the launch of 3 product propositions.
- Developed channel and technology-integration relationships with Chinese software and systems-integration partners.

ENTREPRENEURIAL LEADERSHIP

EDUCATION ABROAD LTD. | Co-Founder & Managing Partner

Shanghai and Hong Kong, China | 2010 - 2018

Built a China-Hong Kong education and mobility venture; relationships included Imperial College London, the London School of Economics and Political Science (LSE), Eton College and Charterhouse School; co-organized the 2013 LUIP London Innovation Showcase during the China mission led by Mayor of London Boris Johnson.

EA INTERN LTD. (EDTECH) | Founder & Operating Manager

Hong Kong SAR | 2012 - 2015

Built a digital internship marketplace; arranged Global Blue placements and intern cohorts / Taiwan study visits with the Taiwan Strait Tourism Association's Shanghai office (Tourism Bureau, Ministry of Transportation and Communications - MOTC).

INSTITUTIONAL REPRESENTATION & LATEST SPEAKING ENGAGEMENTS

- **Co-Chair**, Sourcing Committee, French Chamber of Commerce and Industry in Vietnam (CCIFV).
- **Partner**, Vietnam Independent Directors Association (VNIDA).
- **Expert Advisor**, GLG, Lynk, AlphaSights, Guidepoint and Third Bridge.
- **Industry adviser, lecturer and mentor** for UMT, NEU Hanoi, UEF HCMC, DBAV / RVO and Antai College, Shanghai Jiao Tong University.
- **Speaker**, CCIFV Vietnam Sourcing 101 webinar (3 Sep 2026): 'From China+1 to China+X: How to De-Risk Sourcing from Vietnam.'
- **Panelist**, Sourcing Summit at Global Sourcing Fair Vietnam (23 Apr 2026): supplier selection, sourcing risk and regional supply-chain strategies.
- **Co-host / moderator**, CCIFV Sourcing Committee sessions (15 Apr, 28 May, 10 Jun & 18 Jun 2026): supplier selection, Asian factory management, Vietnam-Europe B2B development and supplier qualification.
- **Keynote speaker**, VCCI-led Industry 4.0 & Smart Supply Chains Forum with HCMC's Department of Industry and Trade and HEPZA (17 Jun 2026): 'Lessons from the Big Four and Global Technology Leaders on Global Supply Chain Management.'
- **Panelist / speaker**, Vietnam CFO Summit (Nov 2025) and Solar & Storage Live Vietnam (Jul 2025): finance transformation and sustainability.

MEDIA PROFILE & RECENT INTERVIEWS

[Documented media archive](#), updated Sep 2026: **122 pieces - 24 TV/video appearances, 86 press interviews/publications, 7 podcast interviews and 5 other publications.**

- **TV | Vietnam Television - VTV4 | 24 Jul 2026**: Vietnam's shift from manufacturing hub to high-tech industrial anchor.
- **TV | BFM Business | 23 Jul 2026**: China+1, Vietnam and the redrawing of Asia's industrial map (French).
- **TV | Vietnam Today (VTV) - BIZLINE | 7 Jul 2026**: HCMC's FDI momentum and the factors shaping investor decisions.
- **PRESS | Vietnam Economic Times / VnEconomy | 18 Jun 2026**: HCMC's digital-green transition and smart industrial ecosystems.

HONORS & AWARDS

- **Mentorship Recognition Trophy** - Dutch Business Association Vietnam (Dec 2024); mentee ranked 4th of 43.
- **Pass with Honors, Merit Scholar** - Executive MBA, Quantic School of Business & Technology, United States (May 2023); top 10% of a 419-student cohort, final score 97.6%.
- **Leadership Excellence Award** - NEO (2021).
- **Academic Distinction** - graduated in the top 10% of the MBA cohort, Donghua University, China (2019).
- **Best Team Award** - DEF CON China [Beta], Beijing, China (2018; team recognition).
- **Outstanding FinTech Company Award** - Global Blockchain Leadership Summit, Hangzhou, China (2018; company recognition).
- **Hurun Blockchain Innovators 2018 - Top 50** company recognition, Hurun Research Institute & Xihua Finance (2018).

EDUCATION

- 2023 - **Executive MBA with Honors**, Quantic School of Business & Technology, Washington, D.C., United States.
- 2023 - **MBA Chief Digital Officer**, MBA ESG, Paris, France.
- 2021 - **Technological Innovation**, MIT, Cambridge, Massachusetts, United States.
- 2020 - **Global Elite of Business Administration**, Shanghai Jiao Tong University, Shanghai, China.
- 2017-2019 - **MBA China & Emerging Economies**, Donghua University, Shanghai, China.
- 2014-2017 - **Bachelor's in Applied Foreign Languages & International Trade**, Normandy University, Rouen, France.