

# Thoughtful Launches Vietnam Operation

Leading MCN Expands in Southeast Asia by Hiring Vietnam Managing Director Tony Truong

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## SUMMARY

*Thoughtful has launched a full-service operation in Vietnam with the appointment of Tony Truong as managing director for that fast-growing market.*

**T**houghtful Media Group (TMG), a Los Angeles-based multi-channel network, has opened an office in Ho Chi Minh City to expand its operations in Vietnam. Over the past year, Thoughtful has built its network of online video creators from its U.S. headquarters, and now boasts over 450 locally-based creators and influencers in Vietnam, delivering 130 million views in January 2016.

As the Vietnamese market is growing rapidly, Thoughtful has established a full operation in the market that will be fully staffed in all departments including talent management, sales and creative teams, led by Tony Truong, recently appointed by TMG as managing director for Vietnam.

Mr. Truong, a well-known and established figure in Vietnam's digital marketing industry, most recently built the digital capability for Creasia, the leading activation agency in Vietnam and before that, he was managing director of Golden Digital. He studied advertising at Drake University and is a certified social media strategist from San Francisco's Social Media Academy.

"We've spent a lot of time in Vietnam over the last couple of months. Bringing in Tony has added impetus and energy to our plans. He's already been of critical help in finding leading candidates for the essential positions in our new set-up. The market is growing and exciting. I believe that this could be a star operation very soon," said Mark Ingrouille, Thoughtful's EVP, International Operations.

"Vietnam has become a cornerstone of Thoughtful's expansion into Southeast Asia. With an enormous population of young, socially wired consumers, we feel very much at home here," said CEO Jak Severson.



## IMAGES





#### SPOKESPEOPLE



### Jak Severson

CEO & Co-founder

Tel: +1-818-465-7500

[jak@thoughtfulmedia.com](mailto:jak@thoughtfulmedia.com)



### Mark Ingrouille

EVP, International Operations

Tel: +1 818 465 7516

[mark@thoughtfulmedia.com](mailto:mark@thoughtfulmedia.com)

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#### ABOUT THOUGHTFUL

Thoughtful Media Group ([www.thoughtfulmedia.com](http://www.thoughtfulmedia.com)) is a global multichannel network (MCN) operating across Youtube and the top video platforms in China. We create, maintain and aggregate online video channels that have unique, highly engaged and engageable audiences, and helping the world's leading brands and their

agencies effectively reach these audiences. Thoughtful has offices in Los Angeles, Shanghai and Bangkok, and is made up of professionals who have significant experience in television, film, digital media, marketing, market research and advertising. Within China, the company's TMG Originals network is that market's first and largest MCN for video creators ([www.tmgoriginals.com](http://www.tmgoriginals.com)).

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