



John Vu – Vietnam

CEO and Founder – Cross Cloud Partners

John Vu is the CEO of Cross Cloud Partners, a team of Technical, Sales and Marketing professionals operating in the Asia Pacific Region. He also leads as the Exclusive Licensee Agent for Global GreenTag International in Vietnam, enabling manufacturers from the region to access our internationally recognised sustainability certification pathways for responsibly made products under the Global GreenTag Standards.

With over 20 years of experience in Information Technology, John has successfully led major transformation programs across sectors including Government, Banking & Finance, Retail, Telecommunications, and Utilities. In forging a strategic partnership with Global GreenTag, John expanded Cross Cloud Partners' operations to play a more dynamic role to help accelerate and minimise environmental and social impacts and deepen the company's commitment to sustainability, innovation, and responsible business growth.

Dedicated to the mission of empowering organisations to adopt greener and more ethical practices, John provides streamlined access for Vietnamese manufacturers to GreenTag's advanced, product sustainability and environmental certification services to assess products from the region for all aspects of impacts on human health, labour conditions, and the environment.



Driven by a belief that businesses can be a force for good and not only in operations but how they contribute to the planet and humanity, John states that the goal of Cross Cloud Partners is, “to assist Vietnamese manufacturers become more competitive in global markets, while advancing the country’s sustainability agenda. We are playing a crucial role to help the industry transition to a greener, more transparent future, where every product tells a story of responsibility and quality, and care for our shared world.”

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