



A&M expands Vietnam presence with new permanent office

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Alvarez and Marsal (A&M), a global professional services firm, has transitioned from a flexible workspace to a permanent office in Vietnam, marking its commitment to supporting the country's economic growth.



Leaders of Alvarez and Marsal and guests cut the inauguration ribbon to open its new office in Vietnam. Photo courtesy of Alvarez and Marsal

A&M's move in Vietnam is part of its broader Southeast Asia expansion. With offices already established in Australia, Singapore, Indonesia, and Malaysia, the firm considers Vietnam an important market undergoing significant economic transformation. As industries like financial services, consumer and retail, specialized healthcare and manufacturing evolve, local businesses increasingly seek advisory support to manage complexities and scale operations effectively.

"Vietnam has reached a pivotal moment in its economic journey, presenting businesses with both immense opportunities and structural challenges. Our decision to establish a permanent presence in the country reflects our belief in Vietnam's long-term growth potential and our commitment to supporting companies in achieving sustainable success," said Utsav Garg, Managing



Utsav Garg, Managing Director and Head of Alvarez and Marsal Southeast Asia and Australia. Photo courtesy of Alvarez and Marsal

As Vietnam integrates further into global supply chains and attracts foreign investments, businesses face pressures to improve operational efficiency, financial performance, and governance practices. A&M offers expertise in corporate transformation, performance improvement, and restructuring to help companies navigate these demands.

Unlike firms that primarily provide consulting advice, A&M emphasizes execution. Its "Muddy Boots" philosophy reflects a commitment to actively working alongside businesses to implement practical solutions and achieve measurable outcomes.

Douglas Jackson, Managing Director and Head of Vietnam at A&M, highlighted that the firm does not merely provide recommendations; rather, it engages closely with clients to implement strategies and deliver tangible results. "Whether it's operational efficiency, financial restructuring, or business transformation, our team is deeply engaged in making change happen."

A&M's approach aligns with the needs of Vietnam's competitive economy, where businesses often require actionable solutions rather than theoretical strategies. The firm combines hands-on leadership with deep industry insights, delivering practical, tailored solutions to address specific market needs.

The firm's commitment extends beyond opening a physical office; A&M actively invests in local talent, ensuring the Vietnam team can effectively address the market's unique requirements.

Under Jackson's leadership, the Ho Chi Minh City office has experienced approximately 50% annual growth, reflecting rising demand for A&M's services. The firm is also developing a robust local team, combining Vietnamese professionals with global experts to provide a balance of international expertise and local market knowledge.

Across Southeast Asia and Australia (SEAA), A&M employs more than 300 professionals, including over 70 Managing Directors, Executive Directors, and Senior Directors with substantial industry experience. This regional presence allows A&M to deliver a combination of global best practices and localized insights to its Vietnam clients.

Vietnam's rapid economic changes create both opportunities and challenges for businesses. Regulatory developments, digital transformations, and diversifying supply chains are among the factors companies must manage to remain competitive.

With its mix of strategic insights and practical execution, A&M positions itself as a reliable partner for businesses aiming to grow and sustain their competitive advantage. As Vietnam progresses in its economic development, A&M intends to support businesses in enhancing resilience and creating lasting value.

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