



PR/117026 | APAC Product Manager

Job Information

Recruiter
[JAC Recruitment Thailand](#)
Job ID

1549076

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

August 19th, 2025 16:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Salary package: 120,000 - 170,000 THB

Location: Chonburi

- Develop short-term (e.g., quarterly, annual) and long-term (e.g., 3-5 year) strategic objectives for product lines.
- Create and execute strategies to achieve these objectives, considering market trends and competitive landscape.
- Identify market opportunities and initiate new product development.
- Define product specifications and justify product introductions based on market research and financial analysis.
- Manage the entire product launch process, from concept to market availability.
- Track key performance indicators (KPIs) such as volume, revenue, margin, inventory levels, SKU count, distribution, and pricing.
- Analyze data to identify trends, opportunities, and potential issues.
- Make data-driven decisions to optimize product performance.
- Gather and analyze market and competitive intelligence.
- Evaluate the product portfolio and identify gaps or rationalization opportunities.
- Align product strategy with overall business strategy.
- Recommend and implement product line changes, including rationalization and extensions.
- Ensures product compliance with regulations.
- Gathering competitive intelligence: This involves researching competitor products, pricing, marketing strategies, and market share.

- Prioritize "Market Pull" over "Technology Push," focusing on understanding and meeting customer needs.

Qualifications:

- Bachelor's degree in marketing, Business Management or related field required.
- Commercial experience to know Global markets. Strong financial acumen to understand margin implications on product level and drive margin improvements of the product/solution offering.
- Minimum or equivalent of 2-3 years product management and new product development experience, preferably in appliance or another manufactured goods market segment.
- Relevant experience in product design, testing or agency approvals.
- Analytical and problem-solving skills.
- Strong communication and time management skills
- Fluent in English.

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Company Description