



JAC Recruitment

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Thailand

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

July 8th, 2025 17:03

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.

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description