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JAC Recruitment Singapore

PR/095467 | APAC BD Product Marketing Manager

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1552494

Industry

Healthcare, Nursing

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

August 19th, 2025 10:01

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

Job Title: APAC Product Marketing Manager

Location: Singapore

About Us:

The company is a leading healthcare provider dedicated to innovation and excellence. They are seeking a strategic and driven Regional Product Manager to develop and execute the regional product marketing strategy for the assigned portfolios within the APAC region.

Key Responsibilities:

- Develop and implement comprehensive regional marketing mix strategies aligned with global and regional goals.
- Design and implement the customer area positioning for key markets, including stakeholder management.
- Define regional customer area portfolio strategy, including product/service offerings, commercial innovation and

strategic partnerships.

- Implement the global product strategy within the region, aligning with relevant segment strategies.
- Manage the regional product launch in collaboration with cross-functional teams.

Qualifications:

- Proven experience in product marketing and management within the healthcare industry, preferably in the APAC region.
- Strong understanding of regional marketing mix strategy development and implementation.
- Experience with stakeholder management, lobbying, and influencing regional/country guidelines.
- Proficiency in defining product/service offerings and identifying strategic partnerships.
- Demonstrated ability to analyze market trends, sales data, and identify business opportunities.

Interested applicant, please click **APPLY NOW**

Do note that we will only be in touch if your application is shortlisted.

Peh Yong Sin
JAC Recruitment Pte Ltd
EA License Number: 90C3026
EA Personnel: R2197665

#LI-JACSG

#countrysingapore

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Company Description