



## PR/119303 | SALES DIRECTOR - Automotive Parts

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1583914

**Industry**

Automobile and Parts

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

May 5th, 2026 04:00

### General Requirements

**Minimum Experience Level**

Over 10 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

POSITION: SALES DIRECTOR, Aftermarket Sales & Products

BUSINESS: AUTOMOTIVE PARTS

LOCATION: BANGKOK

SALARY: 150,000 – 200,000 THB

### Job Overview

The Sales Director – Automotive Aftermarket is responsible for leading and executing sales strategies to drive revenue growth, market expansion, and profitability in the automotive aftermarket business. This role oversees sales operations, key accounts, distributor networks, and cross-functional collaboration to strengthen market presence and achieve sustainable growth.

### Key Responsibilities

- Develop and implement sales strategies to achieve revenue, volume, and market share targets in the automotive aftermarket
- Lead and manage sales teams, distributors, and channel partners to ensure strong market coverage and execution
- Drive business growth through key account management, new customer acquisition, and market expansion
- Establish pricing strategies, sales forecasts, and commercial plans aligned with company objectives
- Monitor market trends, competitor activities, and customer needs to identify business opportunities
- Collaborate with product, supply chain, marketing, and after-sales teams to ensure product availability and customer satisfaction
- Negotiate commercial terms and agreements with customers and distributors
- Track sales performance, KPIs, and forecasts, and provide regular reporting to senior management
- Develop and mentor sales leaders and teams to build a high-performance sales organization

#### Qualifications & Experience

- Bachelor's degree in Business, Marketing, Engineering, or related field (MBA preferred)
- 10–15+ years of experience in automotive aftermarket sales or related industries
- Proven leadership experience managing sales teams and distributor networks
- Strong understanding of automotive aftermarket products, channels, and customer dynamics
- Demonstrated success in driving revenue growth and achieving sales targets
- Solid commercial acumen, including pricing, negotiation, and contract management
- Excellent communication, leadership, and stakeholder management skills
- Fluent in Thai and English (spoken and written)
- Willingness to travel as required

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#### Company Description