



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

June 16th, 2026 18:00

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