



PR/096841 | Commercial Director, SEA

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1584290

Industry

Medical Device

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

May 26th, 2026 13:00

General Requirements

Minimum Experience Level

Over 10 years

Career Level

Mid Career

Minimum English Level

Native

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Position: Commercial Director, SEA

Role summary: Lead commercial strategy and execution for the Interventional product portfolio across SEA. Own go-to-market strategy, revenue growth, commercial model optimization, marketing excellence, customer experience, and capability building to drive market share, margin and long-term commercial sustainability.

Key Responsibilities:

- **Strategic Leadership:** Define and implement SEA commercial strategy for the Interventional portfolio; align regional plans with global priorities and local market dynamics.
- **P&L & Growth:** Own regional revenue, margin and growth targets; develop and execute plans for organic growth and commercialization of strategic initiatives.

- Commercial Model & Operations: Design and optimize sales and distribution models, pricing strategy, tender and contract approaches, and commercial processes to maximize coverage and efficiency.
- Marketing & Launch Excellence: Lead strategic marketing, value proposition development, product launches and evidence communication to clinicians and procurement.
- Sales Enablement & Capability Building: Drive salesperson and manager capability development, performance management, incentive design and commercial playbooks.
- Customer & Stakeholder Experience: Enhance clinician and customer engagement models; strengthen key account management, KOL partnerships and cross-functional alignment with clinical, regulatory and supply teams.
- M&A & Integration: Support inorganic opportunities, integrations or portfolio rationalization relevant to the Interventional business.
- Cross-functional Collaboration: Partner with medical affairs, regulatory, supply chain and finance to ensure compliant, reliable and scalable commercial operations.

Reporting & Team:

- Senior regional leadership role reporting to the APAC Head/Regional GM (or designated executive).
- Lead a cross-functional commercial organization including sales leaders, marketing, commercial operations and analytics, matrix collaboration with global functions.

Key Requirements:

- 10+ years' commercial experience in medical devices, healthcare or related life sciences with progressive leadership responsibility across SEA or APAC.
- Proven P&L ownership and track record of delivering sustained revenue and margin growth.
- Deep commercial expertise in sales model design, pricing/tendering, launches and customer segmentation in hospital/procedural markets.
- Strong marketing and value-story skills with experience translating clinical evidence into commercial impact.
- Excellent stakeholder management, negotiation and influencing skills with clinicians, distributors and senior internal stakeholders.

What Will Make You Competitive:

- Demonstrated ability to translate strategy into measurable commercial outcomes across diverse SEA markets.
- Strong mix of strategic thinking, hands-on commercial execution and stakeholder influence.
- Track record of successful digital and commercial transformations and of building high-performing regional teams.

How to Apply: Apply online or contact me for further information. Only shortlisted candidates will be notified due to application volume; thank you for your understanding.

Adrian Leong JAC Recruitment Pte Ltd EA Personnel: R26160017

#LI-JACSG #countrysingapore

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