



PR/119349 | SEA Sales Leader

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1584430

Industry

Automobile and Parts

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

April 28th, 2026 14:00

General Requirements

Minimum Experience Level

Over 10 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Key Responsibilities

1. Market & Customer Development
 - Lead commercial development across SEA with strong focus on **Japanese OEMs**
 - Build executive-level relationships with **local J-OEM entities** and influence Japan HQ stakeholders
 - Act as the **commercial face of SEA** for key OEM customers
2. Sales Execution & Go-to-Market
 - Develop and execute **SEA go-to-market strategy**
 - Own the full **sales funnel**: RFQs, quotations, nominations, and program launches
 - Lead **pricing strategy, negotiations, and business case development**
 - Drive **cross-BU selling** to increase share of wallet
3. Cross-Regional Coordination
 - Serve as the **commercial bridge between SEA, Japan, and China**
 - Ensure smooth handover from **HQ sourcing** to **SEA execution**
 - Participate in **regional and global account governance**
4. Organization & Capability Building
 - Build and develop the **SEA sales organization**
 - Establish a strong **hunter mindset** and disciplined account management
 - Implement **CRM, sales processes, and governance structures**

5. Internal Leadership

- Translate customer requirements into actions across **Engineering, Operations, and Supply Chain**
- Support **localization and JIT delivery** business cases
- Ensure compliance with internal **policy, governance, and quality standards**

Required

- **15–20+ years** of experience in **automotive OEM or Tier-1 sales**
- Strong track record working with **Japanese OEMs**
- Deep understanding of **RFQ and nomination processes**
- Proven ability to **open new customers or win new programs**

Preferred

- Japanese nationality or extensive experience working with Japan HQ / J-OEMs
- Solid exposure to **Southeast Asian automotive markets**
- Experience across multiple business units (Clean Air, MRS, Braking, Powertrain)
- Background in **matrix, multi-country organizations**

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Company Description