



PR/096938 | Sales Director

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1589493

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

April 21st, 2026 10:39

General Requirements

Minimum Experience Level

Over 10 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

An established, large-scale FMCG organisation is seeking a Sales Director to lead and accelerate commercial growth across Asia Pacific. This role carries regional responsibility, extensive hands-on travel, and full ownership of retail channel performance, distributor management, and execution excellence across diverse markets.

The position requires a commercially astute leader with deep experience navigating modern trade, general trade, and distributor-led markets in emerging and developed APAC countries.

Key Responsibilities:

1.Regional Sales Leadership

- Own end-to-end sales performance across multiple APAC markets, with direct responsibility for revenue, volume, margin, and market share.
- Translate regional strategy into market-level execution plans, ensuring consistency while accommodating local nuances.
- Act as the primary commercial interface between regional HQ and local country teams.

2.Retail & Channel Excellence

- Drive growth across Modern Trade, General Trade, Convenience, and Traditional Retail channels.
- Lead joint business planning with key regional and local retail partners.
- Strengthen in-store execution, pricing architecture, promotions, and merchandising standards.

3.Distributor & Partner Management

- Oversee and optimise a network of distributors, agents, and sales partners across APAC.
- Set KPIs, governance models, and performance reviews; intervene decisively where execution falls short.
- Build scalable distributor capability in route-to-market, coverage, demand planning, and compliance.

4.Travel Commitment

- Extensive travel (50–70%) across APAC, including emerging and frontier markets.
- Frequent on-the-ground engagement with distributors, key accounts, field teams, and retail partners.

Required Competencies:

- 10–15 years of progressive sales leadership experience within FMCG / Consumer Goods.
- Proven track record managing retail-centric businesses across Asia Pacific.
- Strong exposure to North East Asia, Southeast Asia, or mixed emerging/developed APAC markets is highly advantageous.

Interested candidates please click [APPLY NOW](#)

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

Jennifer Maria Hardicar
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#countrysingapore

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Company Description