



National Sales Manager – Japan

Job Information

Hiring Company

Flexicare Australia Pty Ltd

Subsidiary

Flexicare Japan K.K.

Job ID

1607438

Industry

Medical Device

Job Type

Permanent Full-time

Location

Japan

Salary

Negotiable, based on experience

Work Hours

In accordance with company regulations

Holidays

In accordance with company regulations

Refreshed

August 18th, 2026 10:26

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

«Job Description & Position Highlights»

- Lead the disposable medical device business across Japan, driving hospital sales, distributor management, and market development
- Leverage your experience in medical device sales to drive revenue growth, acquire new customers, and lead product transitions
- Collaborate with the APAC Head to independently develop sales strategies for the Japanese market and drive business growth
- This is a hybrid role based in Tokyo, with a company-provided work PC and cell phone, comprehensive benefits, and

global career opportunities

【 Job Responsibilities 】

The National Sales Manager will be responsible for leading and expanding the company's disposable medical device business across Japan. This role combines strategic sales leadership with hands-on field execution and requires an individual who can drive direct hospital sales, manage distributor and sub-dealer networks, develop key customer relationships, and achieve ambitious revenue growth targets.

The successful candidate will possess strong medical device sales experience, a deep understanding of the Japanese healthcare market, and the ability to work independently in a fast-growing entrepreneurial environment.

< Key Responsibilities >

1. Sales Leadership & Business Growth

- Develop and execute the annual Japan sales strategy to achieve revenue, profitability, and market share objectives.
- Identify and secure new business opportunities within hospitals, healthcare groups, and key opinion leader networks.
- Drive product conversion projects and expand product utilization within target accounts.
- Develop annual sales forecasts, budgets, and territory plans.
- Deliver monthly, quarterly, and annual sales performance targets.

2. Key Account Management

- Build strong relationships with:
 - Hospital decision-makers
 - Procurement departments
 - Clinicians (Anesthesiologists, Respiratory Therapists, Critical Care Teams)
 - Key Opinion Leaders (KOLs)
- Conduct regular customer visits and sales presentations.
- Lead contract negotiations and pricing discussions.

3. Distributor Management

- Manage and develop relationships with national and regional distributors.
- Establish distributor sales objectives and monitor performance.
- Provide product training and sales support to distributor sales teams.
- Drive distributor accountability through regular business reviews and performance tracking.

4. Market Development

- Identify emerging market opportunities and competitive threats.
- Develop strategies to increase market penetration across:
 - Anaesthesia
 - Respiratory Care
 - Airway Management
 - Critical Care
 - Urology (where applicable)
- Analyze market trends and competitor activity to support strategic decision-making.

5. Product & Clinical Support

- Deliver product demonstrations and clinical education programs.
- Support product evaluations and conversion projects.
- Collaborate with marketing and regulatory teams to support successful product launches.

6. Commercial Operations

- Maintain accurate sales forecasts and CRM records.
- Provide regular business updates to APAC leadership.
- Manage sales expenses within approved budgets.
- Ensure compliance with all company policies and Japanese healthcare regulations.

< Key Performance Indicators (KPIs) >

- Revenue growth
- Gross margin achievement
- New account acquisition
- Product conversion wins
- Distributor performance metrics
- Forecast accuracy
- Market share growth
- Customer retention and satisfaction

< Industry >

Medical Devices – Disposable Medical Products

< Reports To >

Asia Pacific Director

【 Employment Type 】

Full-Time

【 Salary 】

Competitive base salary.

Annual performance bonus.

【Working Hours】

In accordance with company regulations

【Work Location】

Tokyo, Japan (Hybrid/Home Office); other major cities can be considered.

【Holidays & Leave】

In accordance with company regulations

【Benefits & Welfare】

- Company mobile phone and laptop
- Business travel expenses
- Comprehensive health and welfare benefits
- Career development opportunities within a global medical device organization

Required Skills

【Required Qualifications】

1. Education

- Bachelor's Degree in Business, Life Sciences, Nursing, Healthcare Management, or related discipline.
- MBA desirable but not essential.

2. Experience

- Minimum 7–10 years of medical device sales experience.
- Minimum 3 years in a senior sales leadership or national account management role.
- Experience selling disposable medical devices preferred.
- Experience in anaesthesia, respiratory care, critical care, ICU, surgical, or hospital consumables highly desirable.
- Proven track record of exceeding sales targets within the Japanese healthcare market.

3. Skills & Competencies

- Strong hospital sales and negotiation skills.
- Distributor management experience.
- Strategic planning and business development capability.
- Financial and commercial acumen.
- Excellent presentation and communication skills.
- Ability to work independently with minimal supervision.
- Strong analytical and problem-solving skills.
- Entrepreneurial "hands-on" mindset.

4. Language Requirements

- Native-level Japanese.
- Business-level English (written and spoken).

【Personal Attributes】

- Self-motivated and results-oriented.
- Highly resilient and adaptable.
- Comfortable operating in a growing organization.
- Strong relationship builder.
- Customer-focused.
- Ambitious with a strong desire to drive market growth.

【Ideal Candidate Profile】

A successful candidate will be a commercially driven medical device professional who is equally comfortable visiting hospitals, developing distributors, conducting product evaluations, and presenting business plans to senior management. They will have a strong network within Japanese healthcare and a proven ability to grow sales of disposable medical products through both direct and indirect channels. This profile aligns closely with the requirements discussed for expanding the Japan business and supporting direct hospital conversion activity.

Company Description