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JAC Recruitment Singapore

PR/097577 | Regional Manager

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1609811

Industry

Medical Device

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

September 15th, 2026 09:00

General Requirements

Minimum Experience Level

Over 3 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

Company Overview: Our client is a regional healthcare-focused commercial organization serving customers across Southeast Asia, India and Australia/New Zealand. They combine clinical and commercial teams with digital solutions to support field sales, customer engagement and product education. The business seeks a pragmatic, business-facing CRM Manager to maximize the value of Salesforce across a complex, multi-country sales footprint.

Position: Regional CRM Manager

Role summary: The Regional CRM Manager is the regional business owner for Salesforce.com across Southeast Asia, India and Australia/New Zealand. Based in Singapore, you will translate business requirements into CRM solutions, own regional CRM governance and processes, drive user adoption and data quality, and coordinate enhancements with Digital Solutions and the Global CRM team. This role focuses on CRM enablement, process optimization, stakeholder engagement and project coordination, not sales management or quota responsibilities.

Key Responsibilities:

- Regional CRM ownership: Serve as the primary regional point of contact and business owner for Salesforce.com; gather, analyze and translate business requirements into clearly defined CRM enhancements and process improvements.
- Governance & standards: Ensure Salesforce is the single source of truth for customer and sales activity; maintain alignment with global CRM principles, data standards and approved processes.
- Adoption & user enablement: Drive CRM adoption by promoting best practices, monitoring usage, providing day-to-day guidance and troubleshooting for end users, and developing training materials and enablement resources.
- Documentation: Develop and maintain regional CRM documentation, business process guidelines, user guides and training content.
- Project coordination: Manage the regional CRM demand pipeline and enhancement roadmap; partner with Digital Solutions and implementation partners to scope, prioritize, validate and deploy approved changes.
- UAT & change management: Coordinate user acceptance testing, deployment and change management activities for new features and enhancements to ensure effective regional participation.
- Escalation & issue resolution: Act as the primary business escalation point for CRM issues and coordinate technical resolution with IT/Digital Solutions.
- Analytics & reporting: Support regional reporting needs by promoting accurate CRM data; partner with stakeholders to define KPIs, analyze usage and data quality trends, and report adoption and performance insights to regional and global stakeholders.
- Stakeholder engagement: Build strong relationships with regional sales teams, business stakeholders, the Digital Solutions team and Global CRM management to keep regional activity aligned with the global roadmap.

Key Requirements:

- 3–5 years' experience in a business-facing CRM role (e.g., CRM Manager, CRM Business Analyst, Sales Operations) supporting regional or multi-country sales teams.
- Strong practical knowledge of Salesforce.com, including sales processes, data models, reporting/dashboards, security concepts and platform capabilities. Salesforce Administrator certification is a plus.
- Demonstrated ability to translate business requirements into CRM solutions and engage both business and technical stakeholders effectively.
- Track record driving CRM adoption, user engagement and data quality initiatives.
- Experience managing CRM demand pipelines, coordinating enhancements, running UAT and supporting change management.
- Strong stakeholder management, communication and influencing skills across multiple countries and cultures.
- Good analytical and problem-solving capability; proactive and able to work independently.
- Comfortable working across time zones and coordinating with regional leadership and global teams.
- Experience within international/matrix organizations is highly desirable. Experience in medical devices or pharmaceutical industries is an advantage but not required.

What Will Make You Competitive:

- Hands-on Salesforce experience with a history of successful regional roll-outs or adoption programs.
- Ability to balance governance with pragmatic business solutions and to build credibility with commercial stakeholders.
- Strong communicator who can develop user training, documentation and deliver effective change management.

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

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description