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JAC Recruitment Thailand

PR/120445 | HEAD OF SALES & MARKETING

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1614268

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

September 22nd, 2026 10:42

General Requirements

Minimum Experience Level

Over 10 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Summary

The Head of Sales & Marketing is responsible for leading the overall sales, marketing, and product strategy to drive revenue growth, market expansion, and profitability. This role oversees sales performance across multiple channels, develops effective marketing and go-to-market strategies, and manages product portfolio, pricing, and new product launches. The position works closely with cross-functional teams to identify market opportunities, strengthen brand and customer engagement, and ensure successful execution of the company's commercial strategy.

Key Responsibilities

- Develop and execute overall product and commercial strategies to drive sustainable business growth in the Thailand market.
- Manage the overall product portfolio, including product prioritization, positioning, pricing, profitability, inventory, and lifecycle management.
- Evaluate new products and lead new product launches, including market potential, target consumers, pricing, sales

channels, and go-to-market strategies.

- Lead and oversee Sales and Marketing teams, setting clear targets, KPIs, priorities, and action plans to achieve business objectives.
- Analyze sales and business performance by product, category, channel, and customer to identify growth opportunities and performance gaps.
- Develop strategies across multiple channels, including Modern Trade, Traditional Trade, Office Supply, E-commerce, and other relevant distribution channels.
- Oversee pricing, promotional activities, and marketing investments to ensure competitiveness, profitability, and effective ROI.
- Work closely with Sales and relevant functions on demand forecasting, inventory planning, slow-moving stock, and product availability.
- Monitor consumer trends, competitors, customer feedback, and market developments to identify new business and product opportunities.
- Provide strategic recommendations and business performance updates to senior management, proactively identifying issues and leading corrective actions from strategy through execution.

Qualifications

- Bachelor's degree or higher in Business Administration, Marketing, Management, or a related field.
- Minimum 15 years of relevant experience in Product Management, Category Management, Commercial Management, Sales & Marketing, or related functions.
- Proven experience managing Sales and Marketing teams and/or functional Managers, with strong people leadership capabilities.
- Strong experience managing physical consumer products and large or diverse product portfolios.
- Solid understanding of the full product lifecycle, from new product introduction and launch through growth, maturity, and discontinuation.
- Proven track record in new product launches, product development, and commercial growth strategies.
- Strong commercial and analytical capabilities, with experience in sales performance, pricing, profitability, demand forecasting, and inventory management.
- Strong understanding of the Thai consumer and retail market, including multiple sales and distribution channels.
- Experience in stationery, FMCG, consumer goods, lifestyle products, office supplies, personal care, or other branded consumer products would be an advantage.
- Hands-on, results-oriented leadership style with strong communication and stakeholder management skills, with professional proficiency in both Thai and English.

#LI-JACTH

#citybangkok

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Company Description