



PR/120465 | Sales Manager – Automotive Coatings

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1614278

Industry

Chemical, Raw Materials

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

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Our client is seeking an experienced and motivated **Sales Manager** to develop and grow its **Automotive Coatings** business in Thailand.

This role will focus on identifying new business opportunities, building strong customer relationships, and managing projects from product specification through testing, approval, and production launch. As the first employee in Thailand, you will play a key role in establishing the company's local presence and driving long-term business growth.

This is a **home-based position** reporting directly to the **Head of Automotive in Germany**, with close collaboration with regional commercial and technical teams across Asia. The role offers a high level of ownership and the opportunity to help build the business in Thailand from the ground up.

Job Responsibilities

- Develop and expand the automotive coatings business in Thailand.
- Identify and win new business opportunities with OEMs, Tier 1 suppliers, automotive component manufacturers, plastic component manufacturers, and coating applicators.
- Build and maintain strong relationships with key customer decision-makers across commercial, engineering, production, and quality functions.
- Manage projects from customer specification, product trials, testing, approval, and SOP implementation.
- Work closely with regional commercial and technical teams to support customer projects and business growth.
- Monitor market trends, customer activities, and competitor developments.
- Prepare sales forecasts and support business planning activities.
- Represent the company in customer meetings, technical discussions, and industry events.
- Contribute to the long-term growth and expansion of the business in Thailand.

Requirements.

- Bachelor's degree in Engineering, Chemistry, Materials Science, Business Administration, or a related field.
- More than 7 years of experience in Sales, Business Development, Key Account Management, or a similar commercial role.
- Experience within Automotive Coatings, Industrial Coatings, Specialty Chemicals, Performance Materials, or related industries.
- Strong understanding of Thailand's automotive industry and supply chain.
- Existing network with OEMs, Tier 1 suppliers, automotive parts manufacturers, plastic component manufacturers, or coating applicators.
- Proven track record in developing new business and securing customer projects.
- Experience managing product specifications, qualification processes, testing, approvals, and new project launches.
- Ability to work effectively with commercial, engineering, quality, and production teams.
- Strong communication, relationship-building, and negotiation skills.
- Self-driven, proactive, and comfortable working independently.
- Fluent in Thai and able to communicate effectively in English.

If you are interested, click APPLY NOW. Please note that only shortlisted candidates will be contacted due to the high number of applicants. Thank you for understanding.

#LI-JAC

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Company Description