【外資系ライフサイエンス】APACマーケティングマネージャー

APAC VP直属の重要ポジション。先進的なラボ用機器・検査キット等の外資系大手

Job Information

Recruiter
Morgan McKinley

Job ID
1618814

Industry
Bank, Trust Bank

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

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General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Fluent Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

ライフサイエンス業界をリードするグローバル企業で、アジア太平洋地域（APAC）のマーケティング戦略を推進するポジションです。

地域全体の事業成長に向け、マーケティング施策の立案・実行から新製品の市場投入、販売代理店の支援まで幅広く担います。

APAC VP直属の重要ポジション。ハイブリッド勤務や海外出張の機会があり、グローバルな環境で活躍できます。

主な職務内容

- 地域の売上拡大と新規顧客の獲得に向けたマーケティング施策の企画・実行
- 科学者や法人顧客との接点を創出するイベント、セミナー、ウェビナーの企画・運営
- 各国の販売代理店に対する製品マーケティングのトレーニング・支援

- 新しいラボ用機器、検査用品、科学機器の地域市場への投入を主導
- 主要な研究者や科学分野のオピニオンリーダーとの関係構築
- 営業チーム向けの販促ツール、顧客向けプレゼン資料、競合情報の提供
- 各国の市場動向や顧客の声をグローバルチームに共有し、事業戦略の策定を支援

Join a global leader in **life sciences, biotechnology and laboratory testing technologies** as an APAC Regional Marketing Manager, driving commercial growth and marketing strategy across the Asia-Pacific region.

Based in Tokyo, you will lead regional marketing initiatives designed to accelerate sales, acquire new customers and strengthen brand presence across the life sciences, diagnostics and biotechnology markets.

Working closely with regional sales teams, distributor partners and global leadership, you will oversee **integrated marketing campaigns, scientific product launches, customer engagement programmes and regional events**. You will also build relationships with researchers and scientific opinion leaders while translating market insights into actionable commercial strategies.

This is an excellent opportunity for an experienced **Life Sciences Marketing Manager** to take on a high-impact regional leadership role, combining strategic marketing, scientific innovation and international stakeholder management.

Key Responsibilities

- Develop and execute **APAC regional marketing strategies and campaigns** to drive revenue growth, customer acquisition and market expansion.
- Plan and deliver scientific conferences, seminars, webinars and customer engagement events targeting researchers, scientists and commercial clients.
- Manage, train and support **distributor partners across multiple Asia-Pacific countries**, ensuring effective product positioning and marketing execution.
- Lead regional product launches for **laboratory instruments, diagnostic testing supplies and scientific research tools**.
- Build and maintain strong relationships with key researchers, scientific opinion leaders and industry stakeholders across the region.
- Equip regional sales teams with marketing materials, promotional tools, customer presentations and competitive intelligence.
- Monitor marketing campaign performance, customer engagement and sales trends to evaluate effectiveness and identify improvement opportunities.
- Use **marketing automation platforms, customer databases and analytical tools** to support campaign execution and data-driven decision-making.
- Gather regional market intelligence, customer feedback and competitive insights to inform global marketing and commercial strategies.
- Collaborate with cross-functional teams and global leadership to align regional marketing activities with broader business objectives.

Required Skills

必須条件 経験・資格：

- マーケティングまたは営業企画・営業推進分野の実務経験 8年以上
- ライフサイエンス、診断、バイオテクノロジー業界などの業界経験 5年以上
- APAC地域におけるマーケティング施策の企画・実行実績
- 販売代理店ネットワークとの協業・管理経験
- 科学関連製品の市場投入およびマーケティング施策の効果測定経験
- マーケティングオートメーションツールや顧客データベースソフトウェアの使用経験
- マーケティング施策の成果や売上動向を分析するデータ分析力
- 大卒以上、または同等の学歴

ソフトスキル：

- 多様な国籍・文化を持つグローバルチームとの関係構築力
- 経営幹部や顧客に対するプレゼンテーション力・交渉力
- 複数のプロジェクトや期限を管理し、質の高い成果を出すプロジェクトマネジメント力
- サイエンスの専門的な概念を、顧客に分かりやすく伝える能力

語学力:

- **日本語：**流暢
- **英語：**ビジネスレベル
- 中国語などのアジア系言語：歓迎

歓迎条件

- 修士号、博士号（Ph.D.）、またはMBA歓迎

採用企業について

外資系ライフサイエンス・医療検査関連企業。

先進的なラボ用機器、検査キット、研究サービスの開発・製造・販売を手がけています。

製薬企業、大学、研究機関などで、疾患の研究、新薬の開発、高度な生物学的検査に活用される製品・サービスを提供しています。

この求人がおすすめの理由

- APAC VP直属の重要ポジション
- 急成長中のグローバル企業
- チームワークを重視する協働的な環境
- 主要な学会や顧客イベントへの海外出張あり
- 医療分野を支える先進技術に携われる
- 医薬品開発や医療研究を支える、社会的意義のある仕事
- ハイブリッド勤務可
- キャリア形成の機会あり

転職のご相談もお気軽にどうぞ。

Required Skills and Qualifications **Experience:**

- **8+ years of professional experience in commercial marketing or sales operations** , including at least **5 years in the life sciences, diagnostics or biotechnology industries**.
- Proven experience developing and executing successful **regional marketing programmes across APAC** .
- Demonstrated experience working with and managing international distributor networks.
- Track record of successfully launching new scientific products and measuring marketing campaign performance.
- Hands-on experience with **marketing automation tools and customer relationship management (CRM) or customer database software**.
- Strong analytical capabilities, including experience evaluating marketing performance, customer engagement and sales trends.
- Experience supporting commercial growth through strategic marketing, customer acquisition and sales enablement.
- Bachelor's degree or equivalent higher education.

Soft Skills:

- Strong relationship-building skills with the ability to collaborate across diverse, international and matrixed teams.
- Excellent presentation, communication and negotiation skills when engaging senior leaders, customers and commercial partners.
- Strong project management and organisational skills, with the ability to manage multiple initiatives and deadlines.
- Ability to communicate **complex scientific concepts in clear, customer-focused language** .
- Strategic and commercially focused mindset with strong analytical and problem-solving abilities.
- Ability to influence stakeholders and coordinate marketing activities across multiple countries and business functions.

Language Requirements:

- **Japanese:** Fluent level.
- **English:** Business level for regional and global communication.

Preferred Skills & Qualifications

- **Master's degree, Ph.D. or MBA** .
- Additional Asian language capabilities, particularly Mandarin.
- Experience marketing advanced laboratory instruments, diagnostic solutions or scientific research technologies.
- Established relationships with researchers, scientific opinion leaders or life sciences industry stakeholders across APAC.
- Experience working within a complex global life sciences or biotechnology organisation.
- Exposure to international scientific conferences, distributor-led marketing and regional product launch programmes.

About the Company
Our client is a **global leader in life sciences and medical testing technologies** , specialising in the development, manufacturing and commercialisation of advanced laboratory instruments, testing kits and scientific research services.

Its technologies support scientists and researchers across **pharmaceutical companies, universities, biotechnology organisations and research laboratories**, helping advance disease research, drug discovery and sophisticated biological testing.

With a growing international presence, the company combines scientific innovation with a collaborative global environment, providing opportunities to contribute to technologies that support pharmaceutical and medical research worldwide.

Why You'll Love Working Here

- Take on a **high-impact APAC marketing leadership role** , reporting directly to the Regional Vice President.
- Drive marketing strategy and commercial growth across multiple Asia-Pacific markets.
- Work with **advanced life sciences, diagnostics and laboratory technologies** that support important pharmaceutical and medical research.
- Enjoy a **flexible hybrid working arrangement** , combining remote work with time at the corporate office.
- Benefit from **flex-time options** to support a flexible working schedule.
- Travel internationally to attend major scientific conferences, industry exhibitions and customer events.
- Build strong relationships with regional distributor partners, researchers and global business leaders.
- Gain career visibility within a **fast-growing, collaborative international organisation**.
- Lead scientific product launches, regional campaigns and customer engagement initiatives with measurable commercial impact.
- Receive a competitive annual compensation package of **¥11M-¥14M**.

Don't Miss Out - Apply Now!

Company Description

Morgan McKinleyは国際的な人材コンサルティング会社として、さまざまな業界・分野をリードする採用企業様と、スペシャリストとしてのスキルを有する人材とを結びつけるお手伝いをしています。1988年の創立以来、Morgan McKinleyの名

は、「卓越した質のサービス」「市場知識の豊富さ」「No.1企業であり続けようとする強い意志」、そして何よりも「実績」を体現する会社として知られています。

リクルーティング スペシャリストである弊社コンサルタントまでお気軽にお問い合わせください。