

PR/096396 | Commercial Director

Job Information

Recruiter
JAC Recruitment Vietnam Co., Ltd

Job ID
1621729

Industry
Other

Job Type
Permanent Full-time

Location
Vietnam

Salary
Negotiable, based on experience

Refreshed
November 10th, 2026 11:16

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

Location
Hanoi, Vietnam

Company and Job Overview
A global event organisation delivering large-scale international conferences and exhibitions that connect senior stakeholders and drive industry-wide collaboration.

Job Responsibilities

Define and implement business development strategies to achieve revenue objectives, profit targets, and long-term portfolio growth.
Expand revenue streams through exhibitor sales, sponsorship programs, strategic alliances, and new commercial offerings.
Explore untapped markets, monitor industry developments, and identify opportunities to broaden the event portfolio and customer base.
Lead and inspire the commercial team by setting clear goals, tracking performance metrics, and fostering a results-oriented culture.
Oversee business pipeline management, sales forecasting, and customer relationship management processes to maximize conversion rates.
Mentor team members, strengthen commercial capabilities, and drive continuous improvement across sales functions.
Establish and maintain strong relationships with key clients, sponsors, government agencies, trade associations, and international stakeholders.
Drive strategic collaborations and partnerships that enhance event positioning and create additional commercial opportunities.
Utilize market data, customer insights, CRM analytics, and emerging technologies to support business decisions and revenue generation initiatives.
Introduce innovative sponsorship concepts, digital solutions, and customer engagement models to strengthen competitive advantage.
Take ownership of revenue planning, pricing strategies, forecasting accuracy, and overall commercial performance.
Partner closely with marketing, operations, content, and finance teams to ensure successful event delivery and exceptional client experience.
Support portfolio development by aligning market demands, customer feedback, and business objectives to sustainable growth plans.

Job Requirements

- Extensive senior-level commercial leadership experience within exhibitions, trade shows, conferences, media, event management, or related B2B industries.
- Demonstrated ability to manage large-scale revenue portfolios and consistently deliver business expansion and profitability improvements.
- Proven success in securing new business opportunities, developing strategic partnerships, and handling complex contract negotiations.
- Strong experience leading, motivating, and developing high-performing commercial or sales teams.
- Solid understanding of financial planning, commercial analysis, budgeting, and business performance management.
- Familiarity with CRM systems such as Salesforce and a strong interest in leveraging AI-driven sales technologies and business intelligence tools.
- Outstanding communication, presentation, stakeholder engagement, and influencing skills.
- Strategic thinker with an entrepreneurial approach and the ability to transform business plans into measurable outcomes.
- Customer-focused, commercially savvy, adaptable, and capable of operating effectively in a fast-paced international environment.

Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.
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Company Description