

PR/096397 | Strategic Business Development Manager (Building Materials)

Job Information

Recruiter
JAC Recruitment Vietnam Co., Ltd

Job ID
1621730

Industry
Civil Engineering and Construction

Job Type
Permanent Full-time

Location
Vietnam

Salary
Negotiable, based on experience

Refreshed
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General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
None

Minimum Japanese Level
Business Level

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

About the Role
The Strategic Business Development Manager role offers an exciting opportunity to drive market expansion and establish innovative internationally developed products in Vietnam. This position combines strategic market development, channel creation and partnership building, while working closely with key stakeholders and overseas product teams to support long-term business growth and successful market adoption.

Responsibilities

- Identify and develop new market opportunities, target customers and profitable business opportunities across Vietnam.
- Research market trends, customer requirements and competing products, transforming insights into effective market development strategies.
- Build, expand and manage sales channels through distributors, dealers and strategic partners.

- Develop strong relationships with designers, developers/owners, general contractors and other key stakeholders to drive product specification and adoption within projects.
- Lead project development from the early design and specification stage through to commercialisation and sales conversion.
- Strengthen relationships with existing clients while identifying opportunities for further business expansion and collaboration.
- Work closely with internal teams and overseas stakeholders to communicate market feedback, support product localisation initiatives and contribute to successful product launches.

Requirements

- Minimum 10 years of experience in Business Development, Market Development, Channel Development, Strategic Partnerships, Project Sales or a related field.
- Demonstrated success in developing new markets, establishing distribution networks and creating sustainable business growth.
- Strong network with distributors, dealers, designers, developers/owners and general contractors is highly desirable.
- Excellent negotiation, influencing and relationship-building skills.
  Ability to lead, motivate and engage business partners to achieve shared objectives.
- Strategic mindset combined with a hands-on approach to execution and problem-solving.
- Strong customer-focused attitude with a proactive, results-driven and ownership-oriented approach.
- High level of integrity, sound judgement and ability to make decisions confidently.
- Strong communication and interpersonal skills with the ability to collaborate across diverse stakeholder groups.
- Bachelor's degree in Business, Sales, Marketing, Engineering or a related discipline.
- **Japanese language proficiency at JLPT N2** level or equivalent, with the ability to communicate effectively with Japanese stakeholders.
- **Experience in technical sales or building-materials-related industries would be advantageous.**

About the Company
A company in the building materials and technical products industry, this multinational organisation develops and commercialises innovative products for international markets. With a strong focus on market growth, strategic partnerships and customer-driven solutions, the company collaborates closely with global teams to deliver products that meet evolving market needs.

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Company Description