SPECIALIZED GROUP Understanding People

Senior Sales Strategy / 営業戦略 | 外資系FMCG

Drive commercial growth in Japan

Job Information

Recruiter
Specialized Group

Job ID
1621994

Industry
Food and Beverage

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
November 12th, 2026 10:23

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Business Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

Senior Sales Strategy Specialist | Trade Marketing

About the Company

Our client is a global leading FMCG company with a strong presence across international markets and a portfolio of well-established consumer brands. They are seeking a commercially driven professional to join their Sales Strategy team and support the development of growth-oriented initiatives across the Japanese market.

Position Overview

The Senior Sales Strategy Specialist will play a key role in driving commercial growth by identifying market opportunities, developing sales strategies, and supporting the execution of customer and channel plans. Working cross-functionally with Sales, Marketing, Supply Chain, and other internal stakeholders, this position will help translate market insights into actionable business initiatives that improve sales performance and profitability.

Key Responsibilities

- Develop and support commercial strategies to drive sustainable sales growth.
- Identify market opportunities and recommend initiatives to improve business performance.
- Build customer and channel strategies aligned with business objectives.
- Support annual business planning and sales forecasting activities.

Market & Commercial Analysis

- Analyze market trends, consumer behavior, and sales performance data.
- Generate insights and recommendations to support decision-making.
- Monitor competitive activity and identify opportunities for growth.
- Develop reports and presentations for internal stakeholders.

Customer & Channel Development

- Support the creation of customer-focused business plans.
- Collaborate with commercial teams to optimize channel performance.
- Develop recommendations to improve execution and customer engagement.
- Assist in the development of promotional and commercial initiatives.

Cross-Functional Collaboration

- Partner with Sales, Marketing, Supply Chain, and Finance teams to support business objectives.
- Manage and coordinate projects related to commercial performance and business growth.
- Ensure effective communication and alignment across key stakeholders.
- Support the successful implementation of strategic initiatives.

Requirements

- Bachelor's degree or equivalent professional experience.
- 5+ years of experience in FMCG, consumer goods, retail, or a related commercial environment.
- Experience in sales strategy, category management, commercial planning, or business development.
- Strong analytical skills with the ability to translate data into actionable recommendations.
- Experience working cross-functionally within a matrix organization.
- Advanced proficiency in Microsoft Excel and PowerPoint.
- Excellent communication and presentation skills.
- Business-level Japanese and professional English communication skills.

Preferred Qualifications

- Experience within a multinational FMCG company.
- Background in trade marketing, commercial excellence, business planning, or category management.
- Experience working with major retail customers and distribution partners.
- Familiarity with sales forecasting, pricing, promotional planning, or revenue growth management.
- Experience managing projects involving multiple stakeholders.

Company Description