Principal – Physical AI Business Development (Manufacturing)

Build Physical AI for smarter factories

Job Information

Recruiter
Cornerstone Recruitment Japan K.K.

Hiring Company
Confidential Client

Job ID
1625160

Division
Physical AI / Manufacturing Consulting

Industry
IT Consulting

Job Type
Permanent Full-time

Location
Kanagawa Prefecture, Kawasaki-shi Nakahara-ku

Salary
Negotiable, based on experience

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General Requirements

Minimum Experience Level
Over 6 years

Career Level
Executive

Minimum English Level
Daily Conversation Level

Minimum Japanese Level
Native Level

Minimum Education Level
High-School

Visa Status
Permission to work in Japan required

Job Description

The Opportunity
Shape a new Physical AI business for manufacturing. This Principal-level role turns customer and market needs into practical services that bring people, robots, and factory systems together so they can adapt to changing production environments.

You will build the business from the customer challenge outward: define use cases, shape service concepts, bring the right partners together, and lead proof-of-concept (PoC) work through evaluation and commercialization. The focus is business development and delivery—not core AI or robotics engineering.

Location: Kawasaki, Kanagawa, with a Tokyo office option. Hybrid work, flexible hours, and occasional client visits or business travel. You will collaborate with global colleagues and multidisciplinary teams.

What You'll Do
• Identify manufacturing challenges and develop high-value Physical AI use cases.
• Plan new services and business models using Physical AI and Physical OS concepts.
• Find and build partnerships with robotics manufacturers, technology companies, and customers.
• Plan and lead PoCs with research, internal teams, customers, and partners; define scope, success measures, and delivery plans.
• Develop proposals and present solutions to client stakeholders.
• Build commercialization roadmaps, business models, and plans for scaling successful pilots.
• Coordinate cross-functional stakeholders and manage projects through to outcomes.
• Share insights through industry events, seminars, presentations, and other channels.

Why This Role
• Help shape a growing Physical AI business from an early stage.
• Connect customer needs with advanced AI, robotics, and research capabilities.
• Lead work from opportunity discovery and PoC through commercialization.
• Collaborate with manufacturers and technology partners in a flexible, hybrid environment.

Work Style and Location
Kawasaki, Japan, with a Tokyo office option. Hybrid work and flexible hours are available. Client visits and business travel may be required depending on the project.

Required Skills

What You'll Bring
• Experience launching a new business, service, or solution.
• Foundational knowledge of manufacturing operations and experience in related projects.
• AI knowledge and experience applying AI in service planning, process improvement, proof-of-concept work, system implementation, or customer proposals.
• A track record of taking ownership and advancing projects with internal and external stakeholders.
• Native-level Japanese and conversational English.

Particularly Relevant Experience
• Production engineering, process improvement, equipment introduction, factory automation, or labor-saving initiatives.
• Planning, deploying, operating, controlling, or piloting AMR/AGV systems.
• Industrial, collaborative, or mobile robotics; edge AI, edge computing, computer vision, or sensor data.
• Integrating robots or manufacturing equipment with MES, ERP, WMS, or other business systems.
• Manufacturing DX, smart factory, or AI and robotics PoCs and commercialization.
• Service or solution planning, market launch, partner alliances, or joint proposals.
• External communication through exhibitions, seminars, or presentations.

Company Description