



## PR/117026 | APAC Product Manager

### 募集職種

#### 人材紹介会社

ジェイエイシーリクルートメント タイランド

#### 求人ID

1540519

#### 業種

その他（メーカー）

#### 雇用形態

正社員

#### 勤務地

タイ

#### 給与

経験考慮の上、応相談

#### 更新日

2025年06月18日 10:00

### 応募必要条件

#### 職務経験

3年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

ビジネス会話レベル

#### 日本語レベル

ビジネス会話レベル

#### 最終学歴

短大卒：準学士号

#### 現在のビザ

日本での就労許可は必要ありません

### 募集要項

**Salary package:** 120,000 - 170,000 THB

**Location:** Chonburi

- Develop short-term (e.g., quarterly, annual) and long-term (e.g., 3-5 year) strategic objectives for product lines.
- Create and execute strategies to achieve these objectives, considering market trends and competitive landscape.
- Identify market opportunities and initiate new product development.
- Define product specifications and justify product introductions based on market research and financial analysis.
- Manage the entire product launch process, from concept to market availability.
- Track key performance indicators (KPIs) such as volume, revenue, margin, inventory levels, SKU count, distribution, and pricing.
- Analyze data to identify trends, opportunities, and potential issues.
- Make data-driven decisions to optimize product performance.
- Gather and analyze market and competitive intelligence.
- Evaluate the product portfolio and identify gaps or rationalization opportunities.
- Align product strategy with overall business strategy.
- Recommend and implement product line changes, including rationalization and extensions.
- Ensures product compliance with regulations.
- Gathering competitive intelligence: This involves researching competitor products, pricing, marketing strategies, and market share.

- Prioritize "Market Pull" over "Technology Push," focusing on understanding and meeting customer needs.

**Qualifications:**

- Bachelor's degree in marketing, Business Management or related field required.
- Commercial experience to know Global markets. Strong financial acumen to understand margin implications on product level and drive margin improvements of the product/solution offering.
- Minimum or equivalent of 2-3 years product management and new product development experience, preferably in appliance or another manufactured goods market segment.
- Relevant experience in product design, testing or agency approvals.
- Analytical and problem-solving skills.
- Strong communication and time management skills
- Fluent in English.

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会社説明