



PR/120445 | HEAD OF SALES & MARKETING

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

1614268

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

2026年09月22日 10:42

応募必要条件

職務経験

10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

無し

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

Job Summary

The Head of Sales & Marketing is responsible for leading the overall sales, marketing, and product strategy to drive revenue growth, market expansion, and profitability. This role oversees sales performance across multiple channels, develops effective marketing and go-to-market strategies, and manages product portfolio, pricing, and new product launches. The position works closely with cross-functional teams to identify market opportunities, strengthen brand and customer engagement, and ensure successful execution of the company's commercial strategy.

Key Responsibilities

- Develop and execute overall product and commercial strategies to drive sustainable business growth in the Thailand market.
- Manage the overall product portfolio, including product prioritization, positioning, pricing, profitability, inventory, and lifecycle management.
- Evaluate new products and lead new product launches, including market potential, target consumers, pricing, sales

channels, and go-to-market strategies.

- Lead and oversee Sales and Marketing teams, setting clear targets, KPIs, priorities, and action plans to achieve business objectives.
- Analyze sales and business performance by product, category, channel, and customer to identify growth opportunities and performance gaps.
- Develop strategies across multiple channels, including Modern Trade, Traditional Trade, Office Supply, E-commerce, and other relevant distribution channels.
- Oversee pricing, promotional activities, and marketing investments to ensure competitiveness, profitability, and effective ROI.
- Work closely with Sales and relevant functions on demand forecasting, inventory planning, slow-moving stock, and product availability.
- Monitor consumer trends, competitors, customer feedback, and market developments to identify new business and product opportunities.
- Provide strategic recommendations and business performance updates to senior management, proactively identifying issues and leading corrective actions from strategy through execution.

Qualifications

- Bachelor's degree or higher in Business Administration, Marketing, Management, or a related field.
- Minimum 15 years of relevant experience in Product Management, Category Management, Commercial Management, Sales & Marketing, or related functions.
- Proven experience managing Sales and Marketing teams and/or functional Managers, with strong people leadership capabilities.
- Strong experience managing physical consumer products and large or diverse product portfolios.
- Solid understanding of the full product lifecycle, from new product introduction and launch through growth, maturity, and discontinuation.
- Proven track record in new product launches, product development, and commercial growth strategies.
- Strong commercial and analytical capabilities, with experience in sales performance, pricing, profitability, demand forecasting, and inventory management.
- Strong understanding of the Thai consumer and retail market, including multiple sales and distribution channels.
- Experience in stationery, FMCG, consumer goods, lifestyle products, office supplies, personal care, or other branded consumer products would be an advantage.
- Hands-on, results-oriented leadership style with strong communication and stakeholder management skills, with professional proficiency in both Thai and English.

#LI-JACTH

#citybangkok

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会社説明