

Position: Business Manager

Client: International Construction Chemicals Company

Reporting Line: Business Director

Job Summary: Involve the marketing research and competitor's data analysis to develop sales strategies and execution plan as required in discussion within the country and regional to achieve company's short and long-term sales-goals.

Develop Products and brand portfolio planning, pricing, marketing plan, identify sales tools and provide training to sales teams for building finishing product category which is a combination of Skim coating, Specialty paints, Finishing protection and other products.

To review and monitor sales performance periodically, as well as Inventory forecasting, perform test reports, presentations, reports, product mockups, manage and deal with any problems happened along the way e.g. complaints and claims.

To works closely with Marketing counterparts for the advertising, and creates collaborative environment for enhancing sales growths role is responsible for managing the procurement of \$70M in spend for direct, indirect materials and services including support of operational, continuous improvement, and strategic sourcing activities.

Responsibilities:

- Perform regular or adhoc marketing researches to identify customer's requirements and demand towards products and services, formulate a strategy and execution plan for capturing sales opportunities across building finishing market
- Monitor market competitive conditions, do competitor analysis and provide in-depth market data analysis to develop growth-strategies
- Working closely with concerned team members to ensure all the strategies, marketing objectives and execution plans are moving on track
- Forecast customer demand, inventory, and work closely with concerned functions to make sure on-time products and services are delivered
- Monitor and Report business progresses with provided solutions, regularly review, and evaluate all existing processes, programs, and initiatives of Building Finishing target market; propose and implement necessary changes for improvements
- Collaboration with marketing team, the incumbent shall:
 - Acts as the focal person and product expert in organizing and participating trade shows and industry events
 - Devising marketing materials and tools for Building Finishing; develops and implements marketing plan, product launch and customer relations activities
- Carry-out and lead business initiatives or programs in Building Finishing business
- Creating, negotiating, and closing contracts and agreements with customers following the standard pricing calculations, terms and conditions
- Provide techniques, advices and supports to sales team members to drive and deliver the best customer experiences, while delivering customer and revenue growth as subject matter expert on Building Finishing target market
- Serve as the company's resource for pricing-related matters to clients of Building Finishing. Provide details of pricing proposals for approvals, advancing pricing as a strategic tool to build and enhance client relationships.
- Work with sales team to identify client's goals and to help structure price and draw arrangements that are aligned with our business goals, lead the pricing negotiations of customers' proposals, and maintain regularly update a pricing history database

- Investigation of customer complaints and issues and foster good customer relations at every opportunity through professionalism, efficiency and effective service and report customer complaints, issues, and comments in a timely manner
- Communicate business strategies, goals, business progress and challenges to team members and other stakeholders as needed
- Provision of technical advice and training in company's Building Finishing products to customers

Qualifications:

- Master's Degree or bachelor's degree in Civil Engineering, Materials Science or Engineering, and other related fields with background on Business Management, Business Administration or Marketing
- Previous experience in product management, manager level role for at least 5 years, preferably in construction business
- 70% marketing and distribution management and 30% product and technical management
- Proven track record of generating new business and achieving revenue growth
- Proven records in marketing or distribution campaign implementation and new product launch project
- Motivated, customer-focused and drives for outstanding results
- Direct experience in finishing products management e.g. Skim coating, Protective coating, Paint, and other finishing chemical products is a plus
- Above average in verbal and written communication skills in both Thai and English languages
- Experience in Marketing Research

Job Competencies:

- Formulating Strategies and Concepts
 - Planning and Organizing
 - Creating and Innovating
 - Working with People
 - Persuading and Influencing
 - Presenting and communicating Information
 - Analyzing
 - Delivering Results and Meeting customer expectations
 - Adapting and Responding to Change
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