

General Manager

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Company: PRTR

Location: Bang Na

Category: other-general

PRTR has been engaged exclusively by an international vehicle manufacturing organization to manage the search for a new General Manager.

Currently seeking a young and enthusiastic individual to join a fast-growing business in the heavy machinery industry here in Thailand.

This role will require you to be resilient and have a working knowledge of automotive manufacturing, topline growth, sales, business development, import, assembly, distribution, maintenance, spare parts, aftersales, service, customer relationship, body build relationships, management, reporting, and regional reporting.

Have overall responsibility for business operations and legal entity for a multinational manufacturing business in Thailand. Seeking a general manager to lead, develop and inspire the team of employees and engender a commercial spirit in the pursuit of customer satisfaction.

Assume the role of project management and manage tender projects (as and when they are awarded), while ensuring timely and quality delivery.

Responsibilities

Developing and communicating strategic direction to meet objectives for Thailand's annual target, and long-term plan (LTP).

Ensuring financial, sales, and service sales, performance targets are met, including cost management within the approved budget. Ensure costs are kept within the agreed budget.

Defining and leading the execution of the business plan and roadmap for the market introduction of existing and new products and services.

Preparing proposal and tender documents working with internal and external stakeholders (e.g., purchasing, legal and technical) to ensure compliance with tender specifications.

Being responsible for the growth of soft product sales, service agreement penetration, and Telematics penetration.

Monitoring performance of Thailand's business and report in Business Review Meeting

Developing relations and direct contacts with customers and business partners (chassis assemblers, bodybuilders, etc.) in the marketplace. Identify and pursue new business opportunities and partnerships.

Building staff competencies and developing talents, ensure strong employee engagement, performance, and teamwork

Handling project management and tracking tender awards. Update progress periodically.

Developing input to headquarters on market-adapted products fulfilling legal demands and satisfying customer's requirements of quality, reliability, and durability.

Being responsible to uplift/ maintain the premium brand image in Thailand.

Strategizing PR and marketing strategies and implementation. Maintaining a close relationship with the media.

Ensuring timely payment collection, claim process, and documentation.

Working closely with APAC Central functions.

Ensuring compliance with the company's ethics and compliance standards.

Qualifications

Master's or Bachelor's degree in Business, Marketing, Commercial, or Technical discipline.

Retail and dealer development competence.

Experience working with productivity tools including MS Office, Excel & PowerPoint.

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