

General Manager

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Company: PRTR

Location: Bang Sao Thong District

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.

Main Activities and Responsibilities

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

Ensuring financial, sales, and service sales, performance targets are met, including cost management within the approved budget. Ensuring 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 the performance of Thailand's business and reporting in Business Review Meetings.

Developing relations and direct contacts with customers and business partners (chassis assemblers, bodybuilders, etc.) in the marketplace. Identifying and pursuing 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 customers' requirements of quality, reliability, and durability.

Being responsible for uplifting/maintaining 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.

At least 10 years of progressive commercial and business development experience at a management level in wholesale and retail operations, preferably from the automotive industry.

Customer-focused, operational as well as strategic, and forward-thinking.

Outstanding commercial acumen with strong business and market orientation.

Strong financial competence related to forecasting, production planning, credit processes, export financing, and collections discipline.

In-depth knowledge and experience of complex bus business - understanding bus/heavy vehicle manufacturing/chassis assembly operations, bus/heavy vehicle products, and the passenger transportation industry - will be advantageous.

Strong interpersonal skills to influence, build strong relationships, and manage a network of internal and external stakeholders. Track record of cooperation with bodybuilders and partners.

Excellent communication and presentation skills to inspire, influence, challenge, and facilitate cross-functional and cross-border collaboration.

Proven ability to collaborate and lead successfully within different cultures.

Strong problem-solving, project management, time management, and language proficiency (e.g. English and Thai, etc.) skills are essential.

Retail and dealer development competence.

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

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