

# Head of Sales and Marketing, Malaysia

- Position based in Petaling Jaya, Malaysia

- Competitive Base Salary + Performance Bonus + Benefits

**ERLMS Limited is a professional management consulting firm specialising in providing Organisational & Human Resource Management Consulting, IT System Development & Solution and Executive Search services to companies worldwide.**

**Our client, a leading electronics company, is seeking a Head of Sales and Marketing to be responsible for all sales and marketing activities for Malaysia.**

**Reporting to the Sales and Marketing Director, Asia who is based in Hong Kong and with strong support from sales and marketing and business development professionals from Hong Kong, your primary responsibilities includes:**

- Lead all sales and marketing activities and team in Malaysia.
- Review, recruit and build strong administration and sales and marketing teams for Malaysia.
- With the support of the Hong Kong office, responsible for building and developing the business in Malaysia and for acquiring customers in Malaysia to meet company business objectives and sales targets.
- Work in conjunction with the regional sales and marketing team and business development team in Hong Kong to develop and implement sales and marketing strategies, plans and tactics to help maximise the effectiveness of sales and marketing programmes and to ensure consistent overall branding of products and services to meet company's image.
- Work with external advertising agencies and the company's product development team to ensure effective marketing and promotion activities are in place.
- Build and maintain brand awareness and undertake plans of actions through targeted activities to increase consumer awareness of products and services to support business development plans in Malaysia.
- Work with internal parties to plan, create and implement strategies, tactics, activities and materials to convey the most effective marketing messages to targeted and segmented markets.
- Lead and guide a team of sales and marketing professionals in the planning, development and implementation of sales and marketing strategies, plans and activities to ensure effective and quality outputs and that overall plans and activities support business growth and objectives.
- Work closely with regional sales and marketing team in Hong Kong to identify, develop and implement effective and reliable sales and marketing strategies, policies and operational systems and processes to support all sales and marketing activities to meet business needs in Malaysia.
- Develop, build and maintain continuous and strong customer base and customer relationships.
- Lead and provide advice and solutions to management and sales force to meet customers' needs and requests.
- Overall recruitment and supervision of sales and marketing staff in Malaysia, including lead, manage and motivate sales and operational staff towards teamwork and common goals for business success.
- Regular analysis and reporting of sales and marketing activities and results to senior management, including once a month travel to Hong Kong to meet with Sales and Marketing Director, Asia for business reporting and planning purposes.
- Analyse and evaluate performance of business initiatives and prepare quantitative analysis reports and recommendations to management for decision making processes.
- Keep abreast of industry changes and the Malaysian market demands for products and services and provide feedback to senior management on industry development and market demand for specific products and services.

## **KEY SKILL AND ATTRIBUTE REQUIREMENTS FROM THE INDIVIDUAL**

- A detail and result oriented individual who enjoys working in a fast moving electronic industry.
- A mature and business minded person with strong selling, customer relationship management and leadership skills.
- A strategic thinker with strong interpersonal and convincing skills to getting top management buy-ins.
- Aggressive, must be able to work under pressure and with high flexibility to meeting tight deadlines.
- Good written and spoken English, Malay and Chinese.

## **EXPERIENCE AND QUALIFICATION**

- Degree holder in Marketing, Business Administration or related discipline.
- Minimum of 15 years of relevant experience.
- Working experience in the electronic industry highly preferred.

**Our client would like to have someone on board as soon as possible. Interested candidates who are looking for real potential for career growth are encouraged to send in their application immediately.**

**To apply for the position, please email your detailed Resume to [ERLMS Limited on executivesearch@erlms.com](mailto:executivesearch@erlms.com). Please also include your current and expected annual salary packages (a MUST) in your Resume.**

**ERLMS Limited**  
Management Consulting & Services

All information collected is solely for recruitment purpose and will be treated in the strictest confidence.