

JOB DESCRIPTION

Position: Technical Sales Manager (Food)

- Unit: Food
- Location: Ho Chi Minh City
- Report to: Business Unit Director

Being founded on industrial expertise and a marketing mindset, since 2003, GroupG Asia Pacific has set the mission of creating high-quality care products for life. Based on the fundamental philosophy of supplying specialty ingredients to food, cosmetics, and pharmaceutical manufacturers in Asia, we have taken on the challenge of pursuing a comprehensive solution model with innovation at its core.

Along with the development of society, humans seek values beyond consumption, which is “Living a happier and healthier life” through the improvement of food, lifestyle, healthcare, and environment. For this goal, a one-way supply chain that starts from raw materials, manufacturing, to consumption is no longer enough. Instead, it is a more flexible and multi-dimensional value connection to take full advantage of all partners. GroupG Asia Pacific, therefore, believes in the philosophy: **Creative Partnerships and Innovative Solutions** are the keys that enable us to create **Shared Values**.

We are looking for this critical position to become part of our professional innovative and dynamic group.

Job Summary

As a Sales Manager for Food Ingredients, you will be responsible for driving sales and revenue growth by developing and implementing effective sales strategies within the food industry. This role requires a deep understanding of food ingredients, market trends, and customer needs. The Sales Manager will lead a sales team, build strong customer relationships, and collaborate with cross-functional teams to achieve business objectives

Key Responsibilities

1. Sales Strategy and Planning:

- Develop and implement sales strategies to achieve revenue targets and market share goals.
- Analyze market trends, competitor activities, and customer feedback to identify growth opportunities.

2. Customer Relationship Management:

- Build and maintain strong relationships with key customers, understanding their needs and providing tailored solutions.
- Conduct regular meetings and presentations to communicate product offerings, promotions, and industry updates.

3. Team Leadership:

- Lead, motivate, and manage a sales team, providing guidance, training, and support to meet individual and team targets.
 - Foster a collaborative and results-driven culture within the sales team.
- 4. Product Knowledge:**
- Stay updated on industry trends, product innovations, and regulatory changes related to food ingredients.
 - Train the sales team on product features, benefits, and competitive advantages.
- 5. Sales Forecasting and Reporting:**
- Monitor and analyze sales performance metrics, providing regular reports to senior management.
 - Develop accurate sales forecasts and budgets, adjusting strategies as needed.
- 6. Market Research:**
- Conduct market research to identify new business opportunities and potential customers.
 - Provide insights on market trends, customer preferences, and competitive landscape.
- 7. Collaboration:**
- Work closely with marketing and supply chain teams to ensure alignment and effective communication.
 - Collaborate with internal stakeholders to address customer inquiries, resolve issues, and improve overall customer satisfaction.

Qualifications

- Bachelor's degree in Food Technology, Business or a related field (MBA is a plus).
- 3-5 years experience in B2B business (food industry, preferably in food ingredients).
- Analytical mindset and the ability to interpret sales data, market trends, and customer insights.
- Strong understanding of food manufacturing processes and ingredient applications.
- Excellent leadership, communication, and negotiation skills.
- Ability to travel as needed to meet with customers and attend industry events.
- Results-oriented with a track record of meeting or exceeding sales targets.
- Familiarity with CRM software and sales analytics tools.
- Fluent in English, verbal and written.

If you would like to apply for the job, send your resume and cover letter to pnc@groupg.com.sg