

General Manager

Location: Hangzhou

About the company

Our client is a dynamic and growing organization operating within the global market, specializing in sourcing and distributing fabrics.

Responsibilities

- **Strategic Leadership:** Develop and implement business strategies aligned with company goals and objectives. Lead functional teams to ensure strategic objectives are met.
- **Operational Management:** oversee daily operations to ensure smooth workflow across departments, optimize operational performance by managing process and resources.
- **People Management:** train and evaluate department head and key staff, foster a high performance culture and ensure employee engagement.
- **Driving Commercial Strategy:** Developing and executing comprehensive commercial strategies tailored to the market to achieve ambitious sales targets and expand market share for our sourced and produced collections together with the team.
- **Sales Leadership & Development:** Leading and motivating the sales team (5 sales people in total, 1 sales director) to achieve and exceed targets. Implementing effective sales processes, monitoring performance, and identifying opportunities for growth.
- **Key Account Management & Business Development:** Cultivating and strengthening relationships with key clients and identifying new business opportunities to expand our customer base and market reach.
- **Distribution Channel Optimization:** Analyzing and optimizing existing distribution channels (producers, wholesalers and retail) and exploring new avenues to ensure efficient and effective market access for our collections.
- **Financial Oversight:** Managing Financial and sales budgets, analyzing revenue streams, and ensuring cost-effective commercial operations with a strong focus on the P/L. Credit control is a key component in this.

- **Performance Monitoring & Reporting:** Regularly monitoring and reporting on key commercial performance indicators, providing insights to the CEO and recommending strategic adjustments as needed.
- **Cross-Functional Collaboration:** Working closely with sourcing, logistics, and finance teams to ensure seamless product flow and alignment of commercial activities with overall business objectives.
- **Market & Trend Analysis:** Staying abreast of market trends, competitor activities, and consumer preferences to identify new opportunities and adapt commercial strategies accordingly.
- **Compliance & Standards:** Ensuring all commercial activities comply with relevant regulations and company standards.

Requirements

- Minimum of 15 years of progressive experience in senior commercial leadership roles, with a strong emphasis on sales, marketing, and business development.
- A higher degree that allows you to obtain a work permit.
- Proven and demonstrable track record of significantly achieving and exceeding sales targets and driving revenue growth in international markets, particularly in the Asian market.
- Deep understanding of commercial strategies, sales processes, key account management, and marketing principles. Experience with sourced product models is a strong advantage.
- Exceptional leadership, negotiation, and communication skills with the ability to effectively engage and influence stakeholders across different cultural contexts.
- Strong analytical and strategic thinking skills with the ability to interpret market data, identify opportunities, and make data-driven commercial decisions.
- Excellent command of English (both spoken and written) is essential, along with a genuine affinity for the Asian business culture.

Please send your resume to: sh-recruitment@ccifc.org