Commercial & Marketing Director (Asia)

Location: **Kunshan**
Reporting to: **GM & APAC Director**
Starting date: **ASAP**

ABOUT THE COMPANY
Our client is a global industrial group specializing in air filtration and purification technologies for professional and scientific environments.

ROLE OVERVIEW
Commercial & Marketing Director is responsible for leading the company's commercial organization across Asia (China & Export), driving profitable revenue growth by developing and executing strategies across Sales, Marketing, Distribution, Technical Services, Customer Experience, and Commercial Excellence.
As a member of the Asia Leadership Team, the Commercial & Marketing Director will build a high-performance commercial culture while strengthening customer relationships, expanding distribution channels, improving commercial processes, and developing the next generation of commercial leaders.

SCOPE OF THE ROLE
- Full commercial leadership of the company's Asia business.
- Direct reports spanning Sales, Marketing, Technical Services, Customer Support, and Distribution Management.
- Full P&L accountability for revenue, gross margin, and EBITDA across Asia.
- Member of the Asia Leadership Team, reporting directly to the GM & APAC Director.

RESPONSIBILITIES
1. Commercial Leadership

- Develop and execute the Asia commercial strategy.
- Deliver annual revenue, gross margin, and EBITDA objectives.
- Lead Sales, Marketing, Technical Services, Customer Support, and Distribution Management.
- Integrate Sales-Marketing-AfterSales into a common strategy.
- Drive market share growth across all product lines.
- Develop annual commercial plans aligned with the company's strategic objectives.

2. Sales Leadership

- Lead direct and indirect sales organizations.
- Build a high-performance, accountable sales culture.
- Improve forecasting accuracy and pipeline management.
- Expand strategic account relationships.
- Develop national account and distribution channel strategies.

3. Marketing Leadership

- Lead products, digital and events marketing, as well as demand generation.
- Partner with Global Marketing to localize commercial initiatives.
- Develop voice-of-customer processes to influence future product development.
- Ensure marketing investments generate measurable commercial results.

4. Distribution & Channel Management

- Develop and strengthen strategic distributor relationships throughout Asia.
- Expand channel coverage into targeted vertical markets.
- Improve distributor performance through scorecards and joint business planning.
- Identify new channel partners and strategic alliances.

5. Technical Services & Customer Experience

- Lead Technical Service and Customer Support teams.
- Improve customer satisfaction and response times.
- Ensuring technical expertise becomes a competitive advantage.
- Build long-term customer loyalty through exceptional service.
- Improve Departments integration workflow for a better customer centric strategy

6. Commercial Excellence

- Improve CRM utilization and commercial analytics.
- Develop KPIs and dashboards across all commercial functions.
- Improve pricing discipline.
- Increase forecast accuracy.
- Optimize commercial processes from lead generation through customer retention.

7. Leadership

- Build and develop future commercial leaders.
- Foster collaboration across Sales, Marketing, Technical Services, Finance, Operations, and Product Management.
- Create a culture of accountability, innovation, and continuous improvement.
- Lead organizational change initiatives.

SUCCESS METRICS

- Deliver annual revenue and profitability targets.
- Increase commercial pipeline and conversion rates.
- Improve forecast accuracy.
- Expand strategic distributor relationships.
- Improve customer satisfaction and retention.
- Increase sales productivity.
- Develop leadership strength.

- Strengthen cross-functional collaboration.
- Position the company for sustained market leadership throughout Asia.

REQUIREMENTS

Required:

- Bachelor's degree required;
- Fluent English and Mandarin
- 15+ years of progressive commercial leadership experience.
- Experience leading Sales and Marketing organizations.
- Experience managing national distributors and channel partners.
- Demonstrated success growing revenue and profitability.
- Experience managing multiple commercial functions.
- Strong executive communication skills.
- Proven ability to lead organizational change.

Preferred:

- Experience in laboratory equipment, filtration, life science, scientific equipment, industrial safety, or environmental technology.
- Experience in international or global matrix organizations.
- Experience with both direct and indirect sales channels.
- Experience leading Technical Services or Customer Support organizations.
- Experience with CRM, commercial analytics, pricing, and sales operations.
- Leadership Competencies
- Strategic Thinking — translates corporate strategy into a clear, executable commercial plan for the Americas.
- Commercial Acumen — drives growth across direct and indirect channels with sharp market and customer insight.
- Executive Presence — credible with executives, customers, and distributors; leads through influence.
- Customer Focus — keeps the customer at the center of commercial and service decisions.
- Talent Development — builds bench strength and coaches the next generation of commercial leaders.
- Change Leadership — leads organizational change and continuous improvement with accountability.

APPLICATION

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