

Marketing & Sales Manager

Company

Our company client is a subsidiary of one of the Chinese State-owned group which is among the world's Fortune 500, the Company acquired in May 2015 a foreign enterprise in automotive industry. Our company client aims the implementation of a plant in Kunshan, to manufacture refrigerated trucks.

Position based in Kunshan.

Responsibility

The Client needs to update its vision on:

- The market-situation in China (current and future)
 - The proper business models
 - The most suitable relationship-model with truck makers
 - Our marketing actions
 - Prepare for the function as M&S Manager
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- Pilot and finalize a market study, via specialized agencies and via the Group
 - Meet the different actors and define protocols for cooperation's based on business forecasts
 - Establish the possible market-shares and business forecasts
 - Eventually establish the alternatives in terms of business models and make a recommendation
 - Pilot all actions linked to advertisement

ASAP:

Lead M&S, recruit M&S teams, organize the tracking of their actions and the global reporting
Actively participate to the definition of the vehicles we should output

Requirement

- Confirmed M&S person from Automotive (> 5 years), ideally from refrigerated vehicles
- Top business oriented, accountable, good at relationship
- Efficient and dedicated, tough and warm
- Square minded and able to run analysis and provide alternatives and recommendations
- Cost and margin oriented
- Fluent in English
- Mandarin native speaker
- Can come from another business than Automotive only if outstanding ability for strategy and action

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