



TOMORROW IS IN YOUR HANDS

Area Sales Manager – South East Asia Ho Chi Minh (Vietnam) – Permanent Contract

COMPANY PROFILE

Our mission is to empower every child to change the world with their hands. Inventing, surprising, imagining – that's our daily life. We deploy all our ingenuity in the service of children's learning. Education, societal awareness, and environmental impact are at the heart of all our decisions.

MAIN MISSIONS & RESPONSIBILITIES

- In charge of commercial development and brand visibility across 10 countries in Asia, takes the role of Brand Ambassador in Vietnam.
- Through a network of Distribution Partners, this position aims at accelerating the development of Maped through all sales channels, protecting and challenging our existing positions where needed, with a priority on 5 strategic markets.

JOB SPECIFICATIONS

Export Partners Management/ Business Development (70%)

- Monitor and optimize the commercial performance of the area (revenue/ margin).
- Develop strategies with Distribution Partners to achieve objectives, incl. sales planning, key account monitoring, marketing plans, and launch of new products.
- Recommend and implement appropriate pricing strategies, discounts and freebies.
- Assess the situation and implement targeted actions to optimize distribution and brand presence. Identify new market opportunities, challenge existing distribution where needed.
- Support local marketing plans, incl. promotional campaigns, digital activities, in-store activations. Define yearly marketing plan with Partners and follow up.
- Travel within the region to deliver trainings, attend events and visit the trade.

Brand Ambassador in Vietnam (30%)

- Represent the brand at local events: trade shows, meetings, etc.
- Train local teams to enhance their product knowledge and sales strategies.
- Map distribution networks to optimize commercial coverage: stationery, toys, etc.
- Support execution of B2C marketing plans: digital, trade marketing, events, etc.

Analysis and Reporting

- Monitor performance indicators and propose corrective measures.
- Provide regular analyses on market trends and consumer behavior.
- Monitor and adjust sales forecast on monthly basis.



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JOB ENVIRONMENT

- Reporting Line: APAC Regional Sales Manager.
- Location: based in Ho-Chi-Minh.
- Work place: local distributor's office/ remote
- Key contacts: APAC/ China/ Head office teams

PROFILE, EXPERIENCE, SKILLS REQUIRED

- 3 to 5 years successful experience in a Sales & Marketing/ Business Development position in the FMCG sector.
- Master in International Business/ Management/ Marketing or equivalent.
- Strong business mindset: strategic planning, ability to make recommendations, go-getter attitude.
- Entrepreneurial spirit with will to develop and learn.
- Interpersonal skills: effective communication, presentation and teamwork.
- Proactivity: organized, able to work independently and take decisions.
- Languages: fluent in Vietnamese and English, French is a plus.
- Technical skills: proficient in Microsoft Office Suite, especially Excel and PowerPoint.
- Ability to travel and work in different Asian countries and cultures.

CONTACT

- Please send your resume to alexandre-ligeard@maped.com.cn

