



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. Are you ready to join our dynamic team ?

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, business trips
- 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 application to alexandre-ligeard@maped.com.cn



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