

Job Description Form

Position Summary

Position Title: Sr. BD Manager

Department: arvato Asia Business Development

Report to: VP

Number of Subordinates: 0

Location: Hong Kong

As to develop new business opportunities for arvato in Asia and achieve Asia strategic goal, the Senior BD Manager will be responsible to gather market intelligence, identify relevant market segmentation, evaluate market opportunities, and build up solid sales pipeline

Responsibilities:

- Act as a great business communicator with strong ability of building up relationship with the marketing department of brand regional headquarter based in Greater China Region
- Generate hot sales leads and lead the sales pitch
- Develop and maintain strong connection with strategic business partners
- Access opportunities by thoroughly understanding the local market sizes, segmentations, and trends through market researches, analysis and focus group studies
- To formulate and implement strategies to build up internal knowledge and solutions for a specific country or the whole region
- Be able to travel frequently

Qualifications:

- Top University Degree in Hong Kong or overseas, major in Business Administration, Marketing, or IT
- 8+ years of working experience in Digital marketing, CRM, or E-Commerce areas
- Working or service background in any following target industry:
 - ◆ Cosmetics & Personal Care
 - ◆ Fashion & accessories
 - ◆ Retail & specialties
 - ◆ Luxury & others

Working language: English