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## Job Description

**Position** : **Business Development Manager – Digital Products**  
**Reporting to** : **Direct Report - General Manager**  
**Dotted line to Head DDL, South Asia**  
**Location** : **Malaysia**

### **Responsibilities:**

Manage the Digital Products category for Malaysia

- Develop long term and annual plans and budgets, and with the evaluation and reporting of progress on these plans and budgets
- Drive growth and market share expansion
- Build and manage customer relationships
- Develop and implement regional distribution strategies, for both project and retail sales segments including product range, pricing, product marketing, installation and after sales service
- Through the South Asia product council, promote and assist in implementation of other regional and local action plans, including:
  - Product development
  - Coordinate A&P
  - Project tracking tool
  - Training & pricing policy
  - Track sales and margin and product performance
- Managing the Digital products range in Malaysia identifying opportunities for new products as well as reducing range complexity and product cost
- Provide market intelligence, product and solution input and feedback, and necessary recommendations to the product manager. Liaise with distributor for any new product launch and exhibition planning and new product package opportunities
- To be able to train the channel, end users, influencers and distributor on the proper use and application of our DDL products.
- Able to open and develop new distributors in new and existing countries
- Channel expansion and development of alternate channels like Home automation, OEM(Glass), Consumer electronics stores etc
- Setup & manage after-sales support, work closely with supplier and factory to resolve issues and provide technical support
- Liaise with iRevo (regional first point of contact) for any product supply and sales forecasting, new product development and product package opportunities
- Monitor competitor activities and market research

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- Ensuring that you and your team operate in an ethical and responsible manner as well as protecting the interests of shareholders
- Ensure our company policies and guidelines and local laws, rules and regulations are followed

**Accountability:**

For the Digital Products category in Malaysia

- Achieving budget revenue and revenue Growth
- Gross margins, contributions and overall profitability
- Controlling expenditure with agreed budgeting limits
- Inventory levels, Warranty policy & Control
- Achieving high quality of after sales support & maintenance reports at all times.
- Maintaining a close link in the market place for threats and opportunities.
- Regularly reviewing the product range and where necessary recommending and then implementing product rationalisation programs
- Constantly reviewing channel & product performance with good understanding to market.
- Ensuring that you operate in an ethical and responsible manner as well as protecting the interests of company shareholders.

**Authority:**

At all times act within the policies and financial authority guidelines of client.

**Physical requirements:**

- Lifting – (this could be products, parts, supplies etc)
- Operating a computer keyboard.
- Driving a motor vehicle.

**Travel requirements:**

- Travel as required