



## Senior Regional Manager, Asia - Singapore

GfK Retail and Technology Asia (GfK Asia Pte)

The GfK Group, one of the largest market research companies in the world, is seeking an energetic, experienced candidate for a regional role in Asia to coordinate the delivery of increasing and higher service levels to retailer clients in our new and existing retail panels, thereby ensuring continuous revenue growth for The GfK Group. Position is based in Singapore and APAC travel is required.

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### Job Profile:

- Maintain up to date market knowledge on the retail scene and key chain retailers' development.
- Continually innovate, develop and suggest enhancements to the retailer servicing function such as new methods of analysis or service techniques.
- Strategize the sales and marketing approach of new GfK services to key retailers.
- Engage with GfK local offices to acquire key retailers' support for new GfK services.
- Contact and meet with existing and potential retailers and correctly represent GfK by clearly explaining who we are, what we do, and the benefits of GfK services.
- Support GfK local offices on various projects, conducting her or himself in a dignified and courteous manner.
- Establish, develop and maintain positive working relationships with retailer contacts at all levels at all times.
- Co-ordinate with other Client Service or Retail Service personnel on specific presentations where his or her specific expertise is required.
- Involvement in retailer reports, including reviewing the layout and design of GfK's continuous reports based on client's needs.

### Your Profile:

- High integrity and ethics and the able to work in a professional environment.
- Time management, priority setting and co-ordination skills.
- Strong presentation and interpersonal communication skills; deliver accurate, compelling and insightful presentations to retailers.
- Good command of written and spoken English, familiar with PC operation
- Willing to learn, hard working, strong teamwork spirit, detail oriented
- Analytical and data literate
- Deep local knowledge of Asian retail markets is essential to success in the role.
- Able to handle stress and work independently under busy working environment.
- Be self-motivated.
- Good organiser and the ability to prioritise and multi-task.
- High energy with a positive "can do" attitude and optimism.
- College degree or above, retail, marketing and business related is a preference.
- At least 7 years working experience total, with at least 5 years of working experience in retail.
- Candidates with significant working experience in loyalty marketing, in-store and point-of-sale marketing, retail merchandising, or retail management, are preferred.
- Candidates must have high proficiency/ fluency in 1 or more Asian languages.
- Regional exposure would be an advantage.

**Contact:** [grace.chua@gfk.com](mailto:grace.chua@gfk.com) | Local candidates only, no relocation.

#### Disclaimer:

Detailed, specific objectives for the role are determined on an on-going basis. Broad areas of responsibility, and tasks generally performed by this role, are outlined above. This list is not exhaustive and the detail and scope of this Job Description may be altered from time to time to take account of changing company needs. You will be consulted in this event.