



Burapha Agroforestry Co., Ltd is a Swedish/Lao plantation and wood products manufacturing company, with its own plywood mill, sawmill, and plantations.

Established in Lao PDR in 1994, Burapha's objective is to build a timber plantation asset in Laos large enough to be the core wood supplier for a major industrial operation. Burapha currently operates a sawmill/furniture factory and a new, state-of-the-art plywood mill, which commenced production in 2021.

## Sales and Marketing Manager

**Location: Head Office – Vientiane, with frequent travel and stay at production sites**

Reporting to the Industry Manager, your initial focus is to develop the strategy to expand Burapha's customer base locally and globally by identifying existing and emerging markets for our products and sidestreams. You will also be responsible for implementing the strategy by converting leads to sales, then working with customers and liaising with Burapha's Production and Technical Managers to ensure timely delivery of orders, compliant with customer certification, technical and export requirements.

This is an attractive expatriate opportunity for an accomplished sales and marketing professional with timber experience to positively impact the commercial and reputational growth of a business with an exciting future.

While you will be based residentially in the Laos' capital of Vientiane, you will be required to spend time on site.

### **Key Responsibilities:**

- Develop and implement sales and marketing strategy
- Identify new markets and growth in existing markets/customers and play an active role in developing the company's product offering
- Act as the first point of contact for new and existing customers regarding orders, payments and other queries
- Prepare quotations and negotiate new orders and payment terms
- Prepare sales contracts
- Oversee the accurate and timely preparation of export and new customer documentation
- Manage technical queries from existing and new customers, liaising with the Technical Manager as required
- Work with the Technical Manager to ensure the Company can meet certification requirements to guarantee access to priority markets
- Liaise with production planning to ensure order fulfillment on time and to appropriate quality standards
- Ensure profitability targets are achieved through a comprehensive pricing policy
- Strive to constantly improve the Company's sales results and profitability targets
- Track sales progress and report on a weekly, monthly and quarterly basis



**Qualifications / Experience:**

- Bachelor degree in business, sales, or other relevant discipline
- Considerable proven experience in sales, including experience in a wood/construction products industry
- Experience in developing, planning and implementing sales and marketing strategies
- Knowledge of wood and construction products manufacturing
- Knowledge of US, Europe, Australian and Asian markets' rules and regulations, including certification requirements
- Exceptional negotiation and customer service skills
- Energetic and passionate about accessing new markets and managing customer relationships
- Strong leadership with the ability to work in a multicultural team
- Excellent written and verbal communication skills in English language
- IT literacy (Microsoft Office Suite, cloud technologies)

We offer a competitive expatriate remuneration package including comprehensive health insurance and a supportive and committed team environment.

To apply, please send your CV, proof of qualifications and a cover letter (optional)

to: [recruitment@buraphawood.com](mailto:recruitment@buraphawood.com)

Only shortlisted candidates will be contacted for an interview.

**Closing date 26 June 2022**