

Job Description

Job Title:	Business Development Executive – South East Asia	Job Holder:	
Division:	Business Development	Grade:	Exec 1
Discipline Area:		Last Updated:	04/03/2025

Job Purpose:

A senior management position which reports to the Business Development Director, International.

SEA supplies lightweight torpedo launchers, trainable decoy launchers, lightweight towed-array sonar systems and communications systems as well as training and simulation tools to various navies across the world. Whilst our core market is the UK we have been successful in winning major supply and support contracts in South East Asia, North and South America and Europe.

This role is for an experienced Business Development Executive to continue the development of existing opportunities and developing new opportunities for the supply of our full portfolio of Naval Defence offerings to customers in South East Asia.

The position is based in Kuala Lumpur, Malaysia and the requirement is for an individual with a strong track record of Naval Defence sales to raise the profile of SEA across countries in the region, including: Malaysia, Japan, Philippines, Thailand, Vietnam, Singapore, Brunei, South Korea, Taiwan and Indonesia. You will be expected to sustain existing relationships and build new ones, working tirelessly to understand the various markets, make new introductions and generate new strategically aligned opportunities and enquiries supported by the UK based Business Development and Marketing teams

Responsibilities:

This is a key role working at all levels of the company and developing the business and ensuring excellence is achieved at all levels with utmost customer care and communication.

The role will include two areas of primary responsibility within the South East Asia Region:

1. Regional Business Development

- Taking responsibility for building the regional pipeline so that defined strategic order intake targets can be achieved.
- Developing and championing strategies, plans and budgets that meet or exceed company objectives.
- In conjunction with the Divisional Directors and Executives develop the short-, medium- and long-term strategic plans to maintain strong market growth.
- Building propositions that align with company strategy and product development road maps, matching company capability to market needs and which differentiate SEA from the competition.
- Identifying potentially profitable market needs and championing internal changes to match company capability to those needs.
- Eliciting customer budget and providing a 'customer's view' of acceptable pricing.

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- Developing and managing customer relationships, including furthering of SEA's position within our Naval market segment areas of Ship and Fleet Protection, Underwater Battle Space, Integrated Maritime Systems and Maritime Support & Services.
- Identifying and developing sufficient opportunities that will allow short term business targets and long-term strategic aims to be met.
- Advising on bid strategy, including pricing and teaming requirements, and participating in SEA's business winning process. Provide market intelligence and insight on existing and emerging competitors within the region.
- Identification, selection and management of suitable agents and/or representatives, within the South East Asia Region;
 - Work closely with the SEA Export Officer to ensure agents and distributors agreements are established and maintained in full compliance with Cohort PLC policies and procedures for due diligence, risk management and/or risk mitigation.
 - Ensure service delivery in country is monitored and any corrective actions identified and implemented.
 - Ensure activity is regularly reported.
 - In-territory end user contact is maintained, and business relationships developed, ensuring effective promotion of SEA products and services.
 - Business opportunities are captured, reported and responded to, ensuring SEA's win strategy is maximised.
- Where they naturally arise, identify potential new business opportunities which may be of interest to other Cohort Group companies, capturing leads as necessary and referring to Cohort Group inter-company colleagues.
- Management, sales and product training of agents and/or representatives to ensure that high service levels are maintained in country.
- Represent SEA and/or the Cohort Group of companies when invited to formal or informal networking events held throughout the region.
- Act as an SEA representative on behalf of Cohort or the Cohort Group of companies in any dealings with customers or prospective customers, to ensure business opportunities are maximised or in the resolution of issues.
- Act as SEA company representative, when requested, in attending in-country and/or regional subcontractors or major supplier's project meetings or in contract negotiations.
- Identify and provide the business case to recommend the most strategically effective regional exhibitions and seminars for SEA attendance, ensuring costs are minimised and exposure to SEA products and services are maximised.
- Present the key prospects and opportunities at the SEA Quarterly Market Reviews and enable a consolidated view with other regional areas.
- Present new Enquires and proposition progress at the weekly opportunities review meeting.
- Provide support to the SEA Marketing team for the preparation and maintenance of marketing and sales material, data sheets and web site information.

2. Support to the Regional Office

- Supporting the Office Manager to help ensure compliance with SEA Corporate policies and guidelines and adherence to applicable local laws.

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- Support the process by which the Regional Office gains approval and ensuring the protection of SEA corporate interests.
- Ensuring necessary immigration and employment visas are in compliance with local law and in compliance with the terms and conditions imposed thereunder.
- Responsible for the accurate and timely submission of Personal tax returns to ensure compliance with UK and local legislation.
- Management and responsibility for the local company owned vehicle (or leased asset), ensuring timely servicing & repairs, tax and insurance coverage and for the adherence to all local laws.
- Supporting the Office Manager in their responsibilities for lease agreements, IT, asset management and security.

Key Result Areas:

- Successful delivery of personal targets.
- Raising the awareness of the company and its offerings through frequent customer contact time (>50%) and engagement.
- Manage, monitor and utilise to best effect, an appropriate network of in-country agents and distributors.
- Lead the opportunity development and capture process.
- Maintain regular contact with customers, collaborators and competitors in order to keep lines of communication open for pursuing existing and new business opportunities.
- Maintain awareness of current and future customer budgets, programmes and projects, inputting this knowledge to Quarterly Market Reviews and strategic planning.
- Assist in the preparation and maintenance of marketing and sales material, data sheets and web site information relevant to the sector.
- Assist and advise bid teams to understand the customer requirements, hot buttons, winning strategies, competition, perceptions etc.) Provide written inputs as required, to proposals.
- Produce weekly activity reports to Line Manager.
- For on-contract projects, act as an interface between SEA and its customers when an immediate, local or face to face presence can help to resolve issues, overcome problems or expedite results.

The jobholder will be expected to:

- Promote a consistent high standard of performance which demonstrates good teamwork, effective communication, consistent positive results, continuous improvement and efficient practices of work.
- Be an experienced business developer with a strong track record of success in selling complex maritime combat system equipment.
- Be a high energy individual, self-driven, highly motivated, comfortable working autonomously in a foreign country who can make things happen.

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- Have a personable and confident manner, with sufficient gravitas to engage effectively with senior naval, government and customer stakeholders.
- Be aware and able to adapt to the cultural nuances of individual countries and approach each market appropriately and with the required respect.
- Have a sound technical understanding of naval combat systems, able to engage with engineers internally and externally.
- Be a well organised and tenacious individual able to think strategically and execute business development campaign plans effectively.
- Have strong written and verbal communications skills.
- Be a confident, comfortable and compelling presenter.
- Have a willingness to travel throughout SE Asia with periodic visits back to UK.
- Understand and implement the company environmental, health & safety policy by accepting individual responsibility and responsibility for those personnel under their authority, including others who may be affected by the company's activities.
- Ensure personnel are aware of their responsibility towards H&S and are equipped accordingly.
- Always set a strong personal example regarding all health and safety matters.

Values:

- **Safety First** – We operate safely and responsibly, protecting each other and the environment.
- **One SEA Team** – We are in this together. One team, working ethically, respectfully & professionally. We take responsibility and challenge each other constructively
- **People Focussed** – We all contribute to making our culture one that is supportive and empowering; where everyone can grow and develop, feel valued and rewarded. We prioritise a healthy work-life balance
- **Delivery Excellence** – We exceed our commitments by delivering timely, quality outputs whether that's for each other or our clients and partners. We are always looking for ways to innovate and continuously improve
- **Trusted Partners** - We partner strategically, collaboratively and always with integrity, whether that is between us inside SEA or externally

Training: (if applicable)

Reporting Line

The jobholder will report to the SEA Business Development Director – International

Job Location

The job will be based in Bangkok, Thailand.

Job Holder Declaration:

I accept the purpose and key result areas of my role with SEA are as outlined above.



A COHORT PLC COMPANY

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Signature: _____ Date: _____

Line Manager Declaration:

I confirm that the purpose and key result areas of this role are as outlined above have been agreed with me as line manager.

Signature: _____ Date: _____