

Careers

Marketing & Sales Manager

An Amazing Career Opportunity for a Regional Sales Manager

Are you passionate about building strong partnerships, driving growth, and creating new opportunities across your region? Do you love managing strategic accounts within your region and ensure all growth targets are achieved?

If so, we'd love to hear from you!

Who are we?

Markland powers trusted identities for the world's people, places, and things, allowing governments and organizations to verify identities securely, work more efficiently, and build trust with confidence.

We're a high-tech company headquartered in Hong Kong, with a global footprint spanning more than 40 countries.

Check us out here: www.marklandtechnology.com

Biometric & Identity Verification Solutions:

Markland's biometric and identity verification solutions are at the forefront of building trusted digital identities worldwide. From advanced biometric enrollment kits and document authentication technologies to secure identity verification solutions, Markland helps governments and organizations verify people securely, accurately, and efficiently.

This is more than just a job; it's your opportunity to join an innovative technology company, work on impactful identity projects, and help shape the future of secure identity solutions around the world.

Are you ready to make an impact? Join us and help build a tomorrow the world can trust.

As our Regional Sales Manager, you'll support Markland's growth by:

Reporting to Marketing & Sales Director, Global, you will be responsible for managing regional accounts, developing strategic partnerships, and driving business growth across your assigned markets. You will work closely with distributors, system integrators, and technology partners to identify new opportunities, support government and enterprise projects, participate in tender processes, and expand Markland's presence across key markets.

You will be expected to collaborate with cross-functional teams to strengthen channel partnerships, support customer engagements, and drive successful project execution worldwide.

Responsibilities include the following:

Marketing

- Develop and manage B2B channels to support growth and generate new business opportunities,
- Develop and execute social strategies to increase brand awareness, engage target audiences, and support lead generation activities,
- Create and coordinate marketing campaigns with internal teams and external partners to drive customer engagement and business growth,
- Maintain accurate customer records, sales activities, opportunities, and pipeline management through CRM,
- Monitor digital performance metrics and market trends to optimize marketing activities and identify new opportunities.

- Manage and develop all assigned accounts within your region to achieve set targets,
- Identify new account and project opportunities to increase market share in an established market,
- Introduce and promote the latest products and solutions with the marketing communications team,
- Devise and implement account plans to accommodate strategic goals,
- Support indirect channel in the region where applicable,
- Deliver the required support & training to all accounts,
- Support and deliver training to consultants and specifiers in regions as required.
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- Conduct regular market analysis to determine the partner's needs,
- Represent the company at trade shows, customer events and association meetings as required,
- Collaborate across business areas to efficiently deliver solutions to meet customer needs,
- Maintain up to date knowledge of specific market including Markland and competitive products.

Your Experience and Background include:

Education and/or Experience

- Bachelor Degree of Industrial Engineering, Economics or Business Administration
- A minimum of 2 years' experience
- Demonstrable ability to hit sales targets
- Excellent communication and negotiation skills
- Ability to work as a self-starter, but also work effectively as part of a team
- Hands on attitude with the ability to manage multiple projects, successfully prioritizing
- Ability to read and interpret technical journals, specifications, international technical standards.

Partner Expectations

Highlight knowledge, skills, abilities and traits necessary in this role to satisfy our partner's expectations

- Partner first approach with a clear can-do attitude
- Excellent Planning, prioritizing and organization skills with the ability to adhere to deadlines
- Show good initiative and enthusiasm
- Ability to travel extensively – 40% within Africa, Europe and Oceania

Language Skills

- Native Mandarin, ability to effectively communicate in English & French language, both verbally and in writing.

What we can offer you:

- Competitive salary and rewards package
- Competitive benefits and annual leave offering, allowing for work-life balance
- A vibrant, welcoming & inclusive culture
- Extensive career development opportunities and resources to maximize your potential

Are you ready to make a difference? Join us and help shape the future of secure identity solutions. Please get in touch with us at

ansensong@marklandtechnology.com or **+86 13603060091**