Technical Business Development Executive – APAC

Preferred location: Singapore or Southeast Asia (SEA).

Candidates based in Singapore will be preferred, although applications from other Southeast Asian countries will also be considered, provided they are willing to travel frequently across the APAC region.

About the role.

Reporting to the Regional Sales Manager – APAC, we are looking for an ambitious and motivated Technical Business Development Executive to support the expansion of Circutor across the APAC region.

This is a hybrid role that combines business development, technical expertise and product advocacy. You will work alongside an experienced regional sales team, collaborating with senior colleagues in Indonesia and China to strengthen relationships with existing customers while actively identifying and developing new business opportunities.

Beyond sales, you will become a trusted technical advisor, helping customers understand the value of Circutor's solutions while acting as a bridge between the market and our internal Product Management, Marketing and R&D teams.

This position is an excellent opportunity for someone at the beginning of their international career who is passionate about technology, enjoys working with customers, and is eager to grow into an international commercial role.

Key Responsibilities

- Drive the growth of Circutor's business across the APAC region.
- Develop and strengthen relationships with existing customers while identifying opportunities to expand business.
- Identify, qualify and develop new customers, distributors, partners and strategic accounts.
- Promote Circutor's portfolio of electrical solutions, understanding customer needs and recommending the most suitable products and solutions.
- Provide both technical and commercial support throughout the sales process.
- Deliver product presentations, demonstrations and technical discussions with customers and partners.
- Collaborate closely with Product Management, Marketing, Customer Support and R&D to ensure customer satisfaction and successful project execution.
- Gather market intelligence, customer feedback and competitive information to support product positioning and future product development.
- Prepare commercial proposals and manage opportunities throughout the complete sales cycle.
- Maintain accurate sales forecasts, opportunities and customer information in the CRM system.
- Represent Circutor at customer meetings, exhibitions, seminars and industry events.
- Travel regularly throughout the APAC region to support business development activities.

Qualifications & Experience

Required

- Bachelor's degree in Electrical Engineering, Electronics Engineering or a related technical discipline.
- Good understanding of electrical systems and technologies.
- Fluent English, both written and spoken.
- Excellent communication and presentation skills.
- Strong customer orientation and commercial mindset.
- Willingness to travel extensively across the APAC region.
- Valid driving licence.

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Preferred

- 1–3 years of experience in technical sales, business development, application engineering or product support.
- Knowledge of electrical infrastructure, energy management, power quality or EV charging solutions is an advantage.
- Experience working with distributors, system integrators or industrial customers is a plus.
- Additional Asian languages are considered an advantage.

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Who You Are

- You are someone who enjoys combining technology with business.
- You are naturally curious and enjoy understanding how products work, how customers operate and how new business opportunities can be created.
- You are proactive, self-motivated and comfortable taking the initiative. You enjoy meeting new customers, opening new doors and building long-term relationships based on trust.
- You thrive in multicultural environments, enjoy travelling and see every customer visit as an opportunity to learn something new.
- Most importantly, you are looking for more than just your next job—you want to build a long-term international career within a global technology company.

What We Offer

- The opportunity to build an international career with Circutor, a leading company in electrical efficiency and energy management solutions.
- Direct mentoring from experienced Regional Sales Managers and senior commercial professionals.
- Exposure to customers and projects across one of the world's most dynamic and fastest-growing regions.
- Continuous technical, commercial and product training.
- The opportunity to work closely with Product Management, Marketing and R&D, influencing future product developments through customer and market insights.
- A collaborative, multicultural and innovation-driven working environment.
- Career development opportunities based on performance and potential.
- Competitive compensation package with performance-based incentives.

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