Technical Sales & Business Development Engineer – APAC

Your misión

Reporting to the Regional Sales Manager – APAC, we are looking for an ambitious and motivated **Technical Sales & Business D evelopment Engineer** to support the growth of Circutor's business across the APAC region.

The position requires frequent travel across the APAC region.

Preferred location: Southeast Asia, with preference for candidates based in Singapore, Kuala Lumpur, Bangkok or Surabaya.

This is a hybrid technical-commercial role combining business development, technical expertise and product advocacy. You will work closely with the exis ting regional sales team, including experienced colleagues in Indonesia and China, to strengthen relationships with existing cus tomers and partners while identifying and developing new business opportunities.

Beyond sales, you will progressively become a trusted technical advisor to customers and partners, helping them understand, s elect and apply Circutor's solutions while acting as a bridge between the market and our Product Management, Marketing, Cust omer Support and R&D teams.

This position is an excellent opportunity for an engineer at the beginning of their international career who is passionate about t echnology, enjoys working with customers and wants to develop into an international technical-commercial role.

Your Day-to-Day Responsibilities

- Support the growth of Circutor's business across APAC, working closely with the Regional Sales Manager and the existing regional sales team.
- Develop and strengthen relationships with existing customers and partners while identifying opportunities to expand the business.
- Identify, qualify and develop new customers, distributors, system integrators, engineering partners and strategic accounts.
- Support the development of distributors and partners, helping them strengthen their technical and commercial capabilities and grow Circutor's business in their re spective markets.
- Promote Circutor's portfolio of electrical solutions, understanding customer requirements and recommending suitable products and solutions.
- Provide technical and commercial support throughout the sales process.
- Deliver product presentations, demonstrations, training sessions and technical discussions with customers and partners.
- Develop strong technical knowledge of Circutor's product portfolio and applications, progressively becoming capable of supporting customers and partners in prod uct selection, **solution configuration and application discussions**.
- Collaborate closely with Product Management, Marketing, Customer Support and R&D to support 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 **progressively manage sales 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 and customer activities.

What Are We Looking For?

Education

- Bachelor's degree in Electrical Engineering, Electronics Engineering or a related technical discipline.

Experience

- **Good understanding of electrical systems and electrical distribution.**
- Fluent English, both written and spoken.
- Excellent communication and presentation skills.
- Strong customer orientation and commercial mindset.
- Ability and willingness to learn new technologies and develop strong technical expertise.
- Willingness to travel extensively across the APAC region.

Preferred

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- 1–3 years of experience in technical sales, business development, application engineering or product support, preferably in areas related to electrical systems, energy efficiency or energy management.
- **Knowledge of electrical measurement, energy management, Power Quality or EV charging solutions would be considered an advantage.**
- Experience working with distributors, system integrators, engineering companies or industrial customers would be an advantage.
- Additional Asian languages are considered an advantage.
- A valid driving licence would be considered an advantage.
- **Previous exposure to, or a strong interest in developing expertise in, one or more of the following areas would be highly valued:**
- Power Quality measurements in LV and MV installations.
- Analysis of electrical measurements and preparation of Power Quality assessments and energy audit reports.
- Selection and dimensioning of active and passive Power Quality improvement solutions.
- Electrical measurement technologies, including Power Quality analyzers, energy meters and related instrumentation.
- Integration of electrical measurement devices with energy management and monitoring software.

Who You Are?

- You enjoy combining technology with business and are motivated by understanding both how electrical solutions work and how they can solve real customer needs.
- 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 customers, developing new relationships and identifying opportunities while building long-term partnerships based on trust.
- You have a strong technical mindset but also enjoy the commercial side of the business. You are motivated to continuously develop your knowledge of electrical systems, electrical measurement, Power Quality and energy management technologies.
- You are comfortable working with customers, distributors, system integrators and engineering partners and are able to adapt your communication to both technical and commercial audiences.
- You thrive in multicultural environments, enjoy travelling and see customer visits as an opportunity to understand local markets, applications and business opportunities.
- Most importantly, you are looking for more than just your next job. You want to develop a long-term international career within a global technology company.

What Do 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 technical and commercial professionals.
- Exposure to customers, partners and projects across one of the world's most dynamic regions.
- Continuous technical, commercial and product training.
- The opportunity to progressively develop expertise in electrical measurement, Power Quality, energy management and other strategic areas of Circutor's portfolio.
- Close collaboration with Product Management, Marketing and R&D, with the opportunity to bring customer and market insights into future product developments.
- 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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