



POSITION: MAINTENANCE MANAGER

DEPARTMENT: PRODUCTION

LOCATION: PAKSE PLANT

ROLE OVERVIEW

The Role will report direct to Utilities & Maintenance Manager. You will ensure that the operations safely and in accordance with legal and group standards. You will be accountable for team development in a short and long term within the department. You are expected to drive performance gaps closure and continuous improvement of Maintenance (Mechanical, Automation and Electrical) through effective use of Carlsberg Excellence Methodologies. Ensure that all Carlsberg standard methods, tools and process are implemented in accordance with regional and global agreements. Is directly responsible for Opex budget allocation & control

WHAT YOU'LL BE DOING

Sales strategy & performance management

- Develop and execute the national On/Off-Trade sales strategy aligned with overall commercial objectives
- Deliver sales volume, revenue, distribution, and market share targets
- Drive category growth and portfolio mix optimization across Beerlao product lines
- Monitor sales performance through data analytics, ensuring timely corrective actions

Channel & customer management:

- Build and maintain strong relationships with key accounts, distributors, and retail partners
- Lead negotiations on trade agreements, promotions, pricing, and shelf space
- Expand distribution footprint across both Modern Trade (MT) and Traditional Trade (TT) channels
- Ensure effective implementation of trade marketing campaigns and activations

Execution excellence (Route-to-market)

- Strengthen route-to-market (RTM) strategies to maximize coverage, efficiency, and cost-effectiveness
- Ensure best-in-class in-store execution, including product availability, visibility, and merchandising standards
- Monitor competitor activities and market trends to maintain competitive advantage

Team leadership & capability building

- Lead, coach, and develop a high-performing national sales team
- Set clear targets, KPIs, and performance management systems
- Build sales capability in negotiation, execution excellence, and customer management
- Foster a performance-driven and growth-oriented culture aligned with company values

Cross functional collaboration:

- Partner with Marketing to align on brand campaigns, promotions, and product launches



- Work closely with Supply Chain to ensure product availability and inventory optimization
- Collaborate with Finance on budgeting, forecasting, and trade spend effectiveness
- Support P&C in talent development and succession planning within the sales function

Commercial and financial management:

- Manage and optimize trade spend and sales budgets to maximize ROI
- Ensure pricing discipline and profitability across channels
- Provide accurate sales forecasting and business insights to senior leadership

Core leadership competencies:

- Strategic Thinking: Ability to translate market insights into actionable sales strategies
- Commercial Acumen: Strong understanding of P&L, pricing, margins, and trade investment
- Results Orientation: Proven track record of delivering and exceeding sales targets
- People Leadership: Ability to inspire, coach, and lead large sales teams

Functional competencies:

- Key Account Management & Negotiation
- Route-to-Market Optimization
- Trade Marketing & Execution Excellence
- Sales Analytics & Data-Driven Decision Making
- Customer Relationship Management

Behavioral competencies:

- Strong ownership and accountability mindset
- Excellent communication and influencing skills
- High level of resilience and adaptability in a competitive market
- Collaborative and cross-functional mindset

WHAT WE'RE LOOKING FOR

- Bachelor's degree in business administration, marketing, sales, or related field.
- Master of Business Administration is an advantage.
- Minimum 10–15 years of progressive experience in Sales, preferably in FMCG / Beverage industry
- At least 5–7 years in a senior sales leadership role managing national or regional teams
- Strong experience in On/Off-Trade channels (Modern Trade & Traditional Trade)
- Proven success in delivering sales growth, market expansion, and team leadership
- Experience in Lao market or similar emerging markets is highly preferred
- Fluent in reading and writing in English

OUR GROWTH CULTURE

Semper Ardens

- Always burning, striving for more
- Sets clear and stretch objectives and rigorously tracks delivery
- Seizes opportunities, embraces and drives change

Positive energy and compassion

- Proactively aligns self and team towards agreed priorities
- Actively promotes 'one-team' spirit and collaboration across functions

Consumer Passion

- Anticipates and acts on the needs of consumer/customer/society
- Always have the consumers interest at the heart of all decisions.

Decide fast and deliver with excellence

- Takes and executes decisions with quality and speed
- Plans effectively, sets priorities and puts ideas into practice
- Takes into account details and big picture when solving problems

Empower, support and grow our people

- Involves and inspires others and gives people responsibility
- Listens actively and wins others over to win-win solutions
- Detects and encourages talent and coaches towards company targets



HOW TO APPLY

Submit your updated CV and cover letter (in English) to recruitment@beerlao.la before the application deadline on 12th July 2026. For more detail, please contact our recruitment team: Tel: 020 56556272.

BREWING FOR A BETTER TODAY AND TOMORROW

For us success has always been in the diverse mix of our people, our beers, and our brands. At Lao Brewery, we want to recruit and develop people with a global mindset, cultural understanding, and international experience to ensure that our organization stays agile, inclusive, and prepared for future growth. Only by acknowledging and harvesting from different perspectives and experiences, we will gain competitive advantage and leverage the effect of diversity for business growth. LBC aims to create equal access to opportunity regardless of social identity, and we encourage everyone to apply regardless of gender, nationality, race, religion, or any other characteristics protected by law.

