Lanka Talents
We give wings to your dreams

https://www.lankatalents.lk/job/head-of-sales-marketing/

Head of Sales & Marketing

Hiring organization
Lanka Talents Creations (Pvt) Ltd

Industry
Automotive Industry

Employment Type
Full-time

Job Location
Nugegoda

Valid through
30.11.2026

Description

We are seeking an experienced and results-driven Head of Sales & Marketing to lead sales operations, develop strategic marketing initiatives, and drive business growth within the automotive industry.

The ideal candidate should possess strong leadership capabilities, extensive automotive sales experience, and expertise in digital marketing, brand development, and revenue generation.

Responsibilities

- Oversee overall sales operations to drive business growth and revenue.
- Develop and implement strategies to achieve monthly, quarterly, and annual sales targets.
- Plan and execute ATL and BTL marketing campaigns to strengthen brand awareness.
- Lead and manage Sales and Marketing teams to improve performance.
- Monitor sales targets, KPIs, and team productivity.
- Introduce and position new vehicle brands in the Sri Lankan market.
- Identify new business opportunities, partnerships, and dealer networks.
- Monitor automotive market trends, including EV and hybrid vehicle segments.
- Build strong relationships with corporate and individual customers.
- Coordinate promotional campaigns and vehicle launches.

Qualifications

- Bachelor’s Degree in Business Administration, Marketing, Automotive Engineering, or a related field.
- Minimum **5 years of experience in automotive sales**, including at least 1 year in a senior management role.
- Strong understanding of the Sri Lankan automotive market.
- Experience in ATL, BTL, and digital marketing.
- Expertise in lead generation, performance marketing, and digital sales strategies.
- Proven track record of achieving sales targets and leading teams.
- Excellent communication, negotiation, and interpersonal skills.
- Experience in sales forecasting, CRM systems, and B2B/B2C operations.
- Proficiency in MS Office and CRM software.

Contacts

Recruitment Agency: Lanka Talents

Phone: 070 500 2122
Email: dehara@lankatalents.lk

Apply Now! Send your CV to the email address above.