



**ECONOMIC SLOWDOWN LED TO A MORE CAUTIOUS RECRUITMENT MARKET IN 2016. AS COMPANIES FOCUSED ON CUTTING COSTS, BOTH HIRING BUDGETS AND SALARY LEVELS WERE REDUCED. HOWEVER, THE OUTLOOK FOR 2017 REMAINS POSITIVE.**

## 2016 INSIGHT

Hiring activity slowed across most markets in Thailand in 2016, with the exception of IT and sales & marketing. There was strong demand for IT talent in financial services, particularly in the insurance industry, where companies looked to adapt to the ongoing digitalisation of the economy, and aligned their business with social media trends.

Expansion of Thailand's B2B and B2C sectors resulted in many regional career opportunities opening up for sales and marketing professionals. With more companies setting up businesses in Bangkok, professionals were hired for back office roles such as HR, finance or operational positions, including supply chain and procurement.

Candidates, particularly those at senior levels, valued career security, and preferred to consider their current employers for career development opportunities, before looking for new roles.

## 2017 EXPECTATIONS

In 2017, hiring managers will continue to search for candidates with bilingual skills, regional experience, global exposure and specialist skills. Companies will also be investing in recruiting more junior talent due to budget constraints.

With business confidence expected to be positive across multiple industries, we anticipate there will be demand for finance project managers, digital marketers, Microsoft AX specialists, demand planning and anti-money-laundering professionals.

We also expect there to be strong demand for professionals such as compensation and benefits specialists in HR, compliance profiles in BFSI, accounting managers with strong ERP technical skills, digital specialists in e-commerce and banking platforms, omnichannel marketing specialists and information security specialists.

To secure the best talent, hiring managers will need to ensure they have strong employer branding, be realistic about their expectations of potential candidates, and deliver clear feedback to potential hires.

To retain key talent, employers should offer clear career development, training opportunities, role diversity, and regular salary and performance reviews.

Job movers in back office roles can expect salary increments of 10-20%. Candidates with strong product and market knowledge in front office positions such as sales & marketing can expect salary increases of 20-25%.



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# 10-20%

(Salary Survey 2017)

Average salary rise for those moving jobs in 2017

# 20-25%

(Salary Survey 2017)

Average salary rise for those moving jobs in sales & marketing roles in 2017

## TOP FIVE IN-DEMAND TALENT IN THAILAND:



Finance project managers



Digital marketers

**AX**

Microsoft AX specialists



Demand planning professionals



Anti-money-laundering professionals

(Whitepaper)

## THREE MAIN SECTORS WHICH RETURNING THAI TALENT ARE KEEN TO WORK IN:

1

Engineering

2

Information technology

3

Sales

Whitepaper: Robert Walters Returning Asians Survey 2015, 654 respondents.



## KEY FINDINGS

Job movers in back office roles can expect salary increments of 10-20%. Candidates with strong product and market knowledge in front office positions such as sales & marketing can expect salary increases of 20-25%.

# OVERVIEW

## ACCOUNTING & FINANCE

Employers took a cautious approach to hiring in 2016 following the economic downturn. While we expect the job market for accounting and finance in 2017 to remain muted, those who do recruit will find attracting top talent a challenge as the market is still candidate short and the best professionals are likely to receive counter-offers from their current employers. These counter-offers could come in the form of monetary incentives, job rotations or exposure to new projects.

While accounting knowledge remains a crucial requirement for businesses, a greater inflow of shared services and outsourcing projects will also drive recruitment in 2017. Accounting managers with experience overseeing big teams and system implementation skills like SAP, will be highly sought after.

In addition, candidates with analytical skills, commercial sense and business acumen will be in demand during 2017. In particular, business partners and those who can work well with cross-functional teams will be highly sought after. Hiring managers will continue to find it difficult though to secure accounting and costing professionals with strong technical knowledge, interpersonal skills and management experience.

When recruiting in 2017, we recommend hiring managers clearly explain job responsibilities to potential employees and highlight career progression opportunities. Hiring managers may also have to offer competitive remuneration packages to secure ideal candidates, and those moving jobs can

expect increments of up to 20%. To retain current staff, employers should reward them through a combination of career development opportunities and monetary incentives.

## BANKING & FINANCIAL SERVICES

Recruitment activity across banking in the first half of 2016 focused mainly on replacement hires, particularly in the front office. This trend is set to continue, given the current economic climate in Thailand.

Despite slow economic growth, the demand for risk and control functions grew steadily in response to the introduction of stringent regulations for the financial services industry. To keep up with these technological changes, banks will also need to tighten data privacy regulations.

AML and compliance professionals were highly sought after by both local and international banks but hiring activity will slow down in 2017 as positions are filled. Due to the talent shortage of compliance and risk and control professionals, successful candidates can expect competitive salary increments of 25% in 2017.

Cost cutting will remain a key theme in 2017 and banks will look to further streamline their projects and business processes. As a result, we anticipate higher demand for strategy, FP&A process improvement and digital professionals in 2017 - particularly as banks continue to evolve their digital banking propositions.

As banks continue to improve the efficiency of their internal systems and processes, there will be a drop in demand for operations positions

with process improvement or project-based roles assuming greater importance.

Employers will still find it challenging to hire candidates in 2017 as many opt for career security and staying with their current company. In search of stability, jobseekers will be particularly attracted to roles with government-owned entities or reputable local organisations.

## HUMAN RESOURCES

Hiring levels were positive at the start of 2016 but slowed towards the middle of the year before experiencing a modest upturn in the latter months. While there was strong competition among employers due to a limited talent pool, companies had to strike an ongoing balance between managing their recruitment budget, and hiring high quality candidates.

We anticipate there will be an increase in hiring activity for HR professionals in 2017 as companies recognise the importance of having a strong HR function. As a result, HR business partners with good interpersonal skills and the ability to coach line managers will be highly sought after.

Compensation and benefits professionals with good analytical skills, strategic thinking capability, and business acumen, will also be in high demand. In addition, we anticipate more career opportunities for candidates with experience in organisation development; especially for those with solid problem solving skills and team management expertise. These skills will be sought after as companies look for professionals to help them evolve and adapt to external changes such as digitalisation.

## KEY TRENDS

- ▶ Accounting managers with experience overseeing large teams and system implementation skills like SAP, will be highly sought after.
- ▶ Enterprise Resource Planning (ERP) professionals with a strong background in Microsoft AX will also be in high demand and short supply given its recent introduction to the Thai market.
- ▶ With digitalisation across the economy rapidly evolving, there will continue to be high demand for full stack developers and professionals with strong background knowledge of digital and e-commerce platforms in 2017.
- ▶ Professionals with omnichannel marketing experience will be in demand as many companies implement this business model in 2017.

Due to the shortage of skilled HR professionals, we recommend hiring managers consider recruiting junior talent with high potential who can be developed for mid to senior level roles in future.

There was fierce competition for candidates with companies offering increasingly higher salaries to secure high calibre talent. As this is expected to continue in 2017, companies will need to be highly innovative with their recruitment strategies and compensation packages to attract top quality candidates. Hiring managers should also consider identifying mid-level talent internally, with a view to developing them for higher-level roles in the future.

#### INFORMATION TECHNOLOGY

The IT job market was positive in 2016 with strong demand for talent in financial services, especially in the insurance industry. Hiring activity was driven by companies developing digital propositions to support diversification from traditional channels and the need to align business requirements with new technologies and social media trends.

In 2016, numerous digital, e-commerce and mobile-related businesses emerged backed by new venture capital fund investments. As a result, there was high demand for full stack developers and professionals with strong background knowledge of digital and e-commerce platforms. As digitalisation continues to evolve, we predict demand for these professionals will remain high in 2017.

In the financial services industry, there was growing emphasis on data security. In 2017, this will drive demand for information security hires and professionals with backgrounds in data & analytics and cloud technology, as information and data management becomes a key business priority.

Employers will find it challenging to hire bilingual professionals fluent in both Thai and English in 2017. Enterprise Resource Planning (ERP) professionals with a strong background in Microsoft AX will also be in high demand and short supply given its recent introduction to the Thai market.

With technological advancements and a limited talent pool, hiring managers will retain staff by providing structured training programmes to upgrade their technical knowledge.

Salary increments for IT professionals in 2017 will be 15-20%, as demand outstrips supply.

#### SALES & MARKETING

The relocation of regional hubs from countries such as Australia and Singapore to Thailand in 2016, created new job opportunities and increased demand for skilled sales and marketing professionals. In 2017, we expect the market to remain candidate driven as hiring activity across the B2B and B2C sectors continues strongly following sustained consumer demand. Regional hub relocations will also continue to drive new job opportunities.

Candidates with digital experience will continue to be in demand in 2017 as companies expand and introduce new business models and products. Professionals with multi-channel marketing experience will also be in demand as a number of organisations seek to implement improved end-to-end customer experiences. Larger companies may be in danger of losing out on digital marketing talent to start-ups, despite these organisations offering less job security.

Organisations that include line managers in the hiring process will minimise turnover of new hires. Apart from recruiting candidates with the required technical skills, hiring managers should also consider candidates keen on long-term career opportunities with the company. Professionals with proven tenures in previous roles will be favoured by potential employers.

Overall, we expect job movers to secure attractive salary increments of 20-25% in 2017.

#### SUPPLY CHAIN & PROCUREMENT

We saw moderate levels of hiring activity in 2016, driven by steady inflow of supply chain projects and continuing international company relocations to Thailand.

In 2017, employers will be looking to hire candidates across functions such as demand

and supply planning, plant and indirect procurement, and supply chain.

Multilingual candidates with stable professional backgrounds, and regional experience working in matrix structures, will also be highly sought after in 2017. Encouragingly, multinational companies will seek to hire more local talent for such high responsibility roles.

Despite key pockets of demand, hiring managers will adopt a cautious approach to recruitment in 2017, investing more time recruiting candidates with a combination of strong technical expertise, interpersonal skills and the right company fit.

We recommend hiring managers offer candidates reassurance around job security and also provide them with clear career progression pathways. On the whole, job movers can expect salary increments of 5-15% in 2017.

# THAILAND

## ACCOUNTING & FINANCE

ROLE	PERMANENT SALARY PER ANNUM THB (฿)	
	2016	2017
<b>Accounting</b>		
Internal Auditor - Director	3.0 - 4.2m	<b>3.6 - 4.8m</b>
Tax Director	2.4 - 3.3m	<b>3.0 - 4.8m</b>
Internal Auditor - Manager	1.4 - 2.2m	<b>1.4 - 2.2m</b>
Tax Manager	1.4 - 1.9m	<b>1.4 - 1.9m</b>
Group Accountant - Consolidations	960k - 1.4m	<b>960k - 1.5m</b>
Tax Supervisor	840k - 1.3m	<b>840k - 1.3m</b>
<b>Finance</b>		
Chief Financial Officer	3.0 - 6.6m	<b>3.0 - 7.2m</b>
Finance Director - MNC	3.0 - 4.8m	<b>3.0 - 5.0m</b>
Finance Director - SME	1.8 - 3.2m	<b>2.2 - 3.6m</b>
Financial Controller - MNC	1.7 - 2.8m	<b>1.8 - 2.8m</b>
Commercial Manager	1.5 - 2.5m	<b>1.5 - 2.5m</b>
Financial Controller - SME	1.4 - 2.4m	<b>1.4 - 2.4m</b>
Senior FP&A	1.4 - 2.4m	<b>1.7 - 3.0m</b>
Corporate Finance	1.2 - 2.6m	<b>1.4 - 2.3m</b>
Finance Manager	960k - 2.4m	<b>1.2 - 2.4m</b>
Treasury Manager	960k - 2.4m	<b>1.2 - 2.4m</b>
Accounting Manager	960k - 1.8m	<b>960k - 1.9m</b>
Cost Controller	960k - 1.8m	<b>960k - 1.9m</b>
Senior Financial Analyst	960k - 1.6m	<b>960k - 1.9m</b>
Credit Controller	750k - 1.3m	<b>900k - 1.4m</b>
FP&A	720k - 1.4m	<b>960k - 1.8m</b>
Treasury Analyst	700 - 950k	<b>720k - 1.0m</b>
Financial Analyst	600 - 800k	<b>720k - 1.0m</b>

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# THAILAND

## BANKING & FINANCIAL SERVICES

ROLE	PERMANENT SALARY PER ANNUM THB (฿)					
	MANAGER/AVP		VICE PRESIDENT		SENIOR VICE PRESIDENT	
	2016	2017	2016	2017	2016	2017
<b>Front Office Banking</b>						
Transaction Banking (Sales)	900k - 1.4m	<b>940k - 1.5m</b>	1.0 - 1.8m	<b>1.1 - 1.9m</b>	2.1 - 3.0m	<b>2.1 - 3.1m</b>
Transaction Banking (Products)	860k - 1.3m	<b>900k - 1.4m</b>	1.2 - 1.7m	<b>1.4 - 1.8m</b>	1.7 - 3.2m	<b>1.8 - 3.3m</b>
Relationship Manager (Corporate Banking)	850k - 1.0m	<b>890k - 1.1m</b>	1.1 - 2.5m	<b>1.1 - 2.6m</b>	2.7 - 3.6m	<b>2.7 - 3.7m</b>
Relationship Manager (Financial Institution)	900k - 1.1m	<b>950k - 1.2m</b>	1.2 - 2.6m	<b>1.2 - 2.7m</b>	2.8 - 3.7m	<b>2.8 - 3.8m</b>
Credit Analyst	450 - 800k	<b>480 - 840k</b>	800k - 1.2m	<b>840k - 1.3m</b>	1.4 - 2.3m	<b>1.4 - 2.4m</b>
Global Market Sales	850k - 1.1m	<b>900k - 1.2m</b>	1.1 - 2.3m	<b>1.2 - 2.4m</b>	2.3 - 3.5m	<b>2.4 - 3.6m</b>
Private Banking	700k - 1.1m	<b>750k - 1.2m</b>	1.2 - 2.4m	<b>1.2 - 2.5m</b>	2.4 - 3.5m	<b>2.5 - 3.5m</b>
Investment Banking	500k - 1.3m	<b>700k - 1.4m</b>	1.5 - 2.7m	<b>1.5 - 2.8m</b>	2.9 - 3.9m	<b>2.9 - 4.0m</b>
Private Equity	1.0 - 1.4m	<b>1.0 - 1.5m</b>	1.3 - 2.5m	<b>1.4 - 2.7m</b>	2.7 - 3.3m	<b>2.8 - 3.5m</b>
Fund Management	780k - 1.1m	<b>800k - 1.2m</b>	1.1 - 1.7m	<b>1.2 - 1.8m</b>	1.7 - 3.1m	<b>1.8 - 3.2m</b>
Research	500k - 1.2m	<b>600k - 1.3m</b>	1.2 - 2.5m	<b>1.3 - 2.7m</b>	2.5 - 3.6m	<b>2.7 - 3.9m</b>
<b>Operations</b>						
Trade & Cash Operations	550 - 820k	<b>600 - 900k</b>	900k - 1.7m	<b>1.2 - 1.8m</b>	1.9 - 2.9m	<b>2.1 - 2.9m</b>
Treasury Operations	670 - 800k	<b>700 - 800k</b>	800k - 2.0m	<b>1.5 - 2.4m</b>	2.1 - 3.2m	<b>2.5 - 3.6m</b>
Securities Operations	700 - 800k	<b>750 - 850k</b>	800k - 1.5m	<b>1.0 - 1.8m</b>	1.6 - 2.2m	<b>2.0 - 2.5m</b>
Client Onboarding KYC	600 - 800k	<b>650k - 1.2m</b>	1.0 - 1.8m	<b>1.5 - 2.4m</b>	2.2 - 3.0m	<b>2.2 - 3.0m</b>
<b>Corporate Governance</b>						
Operational Risk	700k - 1.3m	<b>800k - 1.4m</b>	1.5 - 2.7m	<b>2.0 - 2.7m</b>	2.9 - 4.0m	<b>3.0 - 4.0m</b>
Credit Risk	750k - 1.3m	<b>850k - 1.4m</b>	1.3 - 2.7m	<b>2.0 - 3.0m</b>	2.9 - 4.0m	<b>3.0 - 4.0m</b>
Market Risk	700k - 1.0m	<b>900k - 1.6m</b>	1.7 - 2.7m	<b>2.0 - 3.0m</b>	2.9 - 4.0m	<b>3.5 - 4.0m</b>
Internal Audit	700k - 1.0m	<b>750k - 1.2m</b>	1.3 - 2.1m	<b>1.5 - 2.5m</b>	2.2 - 3.2m	<b>2.6 - 3.2m</b>
Compliance & AML	800k - 1.7m	<b>800k - 1.8m</b>	1.5 - 3.2m	<b>1.9 - 3.4m</b>	3.5 - 5.0m	<b>3.5 - 5.0m</b>
<b>Finance &amp; Accounting</b>						
Business Analysis	700 - 960k	<b>800k - 1.5m</b>	970k - 2.2m	<b>1.0 - 2.4m</b>	2.2 - 3.0m	<b>2.7 - 3.0m</b>

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# THAILAND

## BANKING & FINANCIAL SERVICES

ROLE	PERMANENT SALARY PER ANNUM THB (฿)					
	1 - 4 YRS' EXP		4 - 8 YRS' EXP		8+ YRS' EXP	
	2016	2017	2016	2017	2016	2017
Financial Analysis	600 - 900k	<b>700k - 1.0m</b>	970k - 2.0m	<b>1.0 - 2.4m</b>	2.1 - 3.0m	<b>2.6 - 3.0m</b>
Accounting	550 - 850k	<b>600k - 1.0m</b>	850k - 1.0m	<b>1.2 - 1.5m</b>	1.0 - 2.0m	<b>1.8 - 2.0m</b>
<b>Insurance</b>						
Actuary	720k - 1.8m	<b>741k - 1.8m</b>	1.8 - 3.6m	<b>1.8 - 3.7m</b>	3.6 - 6.0m	<b>3.7 - 6.1m</b>
Risk Management	600k - 1.4m	<b>618k - 1.5m</b>	1.5 - 3.4m	<b>1.6 - 3.5m</b>	3.4m+	<b>3.5m+</b>
Underwriting	720k - 1.6m	<b>741k - 1.6m</b>	1.6 - 2.4m	<b>1.6 - 2.4m</b>	2.4 - 3.0m	<b>2.4 - 3.0m</b>
Claims	720k - 1.6m	<b>741k - 1.6m</b>	1.6 - 2.4m	<b>1.6 - 2.4m</b>	2.4 - 3.0m	<b>2.4 - 3.0m</b>
Bancassurance	600k - 1.4m	<b>618k - 1.5m</b>	1.4 - 2.4m	<b>1.4 - 2.4m</b>	2.4 - 3.6m	<b>2.4 - 3.7m</b>
Chief Agency Officer					4.8m+	<b>4.8m+</b>
Chief Distribution Officer					6.0m+	<b>6.0m+</b>

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# THAILAND

## HUMAN RESOURCES

ROLE	PERMANENT SALARY PER ANNUM THB (฿)			
	6 - 12 YRS' EXP		12+ YRS' EXP	
	2016	2017	2016	2017
<b>Commerce &amp; Industry</b>				
Organisational Development	1.2 - 2.8m	<b>1.2 - 2.8m</b>	2.8 - 3.4m	<b>2.8 - 3.6m</b>
Compensation & Benefits	1.2 - 2.6m	<b>1.2 - 2.8m</b>	2.6 - 3.4m	<b>2.8 - 3.6m</b>
Business Partner	1.1 - 2.2m	<b>1.2 - 2.6m</b>	2.2 - 3.4m	<b>2.2 - 3.6m</b>
HR Generalist	1.0 - 2.2m	<b>1.0 - 2.4m</b>	2.2 - 3.4m	<b>2.2 - 3.6m</b>
Employee Relations	900k - 1.5m	<b>900k - 1.5m</b>	1.5 - 2.2m	<b>1.5 - 2.2m</b>
HRIS	1.2 - 1.7m	<b>1.2 - 1.7m</b>	1.7 - 2.6m	<b>1.7 - 2.6m</b>
Training & Development	1.0 - 2.0m	<b>1.0 - 2.0m</b>	2.0 - 2.6m	<b>2.0 - 2.6m</b>
HR Operation Service (Shared Services)	900k - 1.5m	<b>1.0 - 1.6m</b>	1.5 - 2.6m	<b>1.6 - 2.6m</b>
Recruitment	750k - 1.6m	<b>900k - 1.6m</b>	1.6 - 2.4m	<b>1.6 - 2.4m</b>
Payroll	700 - 920k	<b>700 - 920k</b>	1.0 - 1.8m	<b>1.0 - 1.8m</b>
Mobility	670 - 900k	<b>670 - 900k</b>	900k - 1.6m	<b>900k - 1.6m</b>
<b>Banking &amp; Financial Services</b>				
Organisational Development	1.5 - 2.6m	<b>1.5 - 2.8m</b>	2.6 - 3.4m	<b>2.8 - 3.6m</b>
Compensation & Benefits	1.2 - 2.6m	<b>1.2 - 2.8m</b>	2.6 - 3.4m	<b>2.8 - 3.8m</b>
HRIS	1.0 - 2.2m	<b>1.0 - 2.2m</b>	2.2 - 2.8m	<b>2.2 - 2.8m</b>
Training & Development	1.0 - 2.2m	<b>1.0 - 2.2m</b>	2.2 - 2.8m	<b>2.2 - 2.8m</b>
Business Partner	1.1 - 2.4m	<b>1.2 - 2.7m</b>	2.4 - 3.6m	<b>2.3 - 3.8m</b>
HR Operation Service (Shared Services)	1.0 - 2.0m	<b>1.0 - 2.0m</b>	2.0 - 2.4m	<b>2.0 - 2.6m</b>
HR Generalist	1.0 - 2.4m	<b>1.0 - 2.4m</b>	2.4 - 3.4m	<b>2.2 - 3.6m</b>
Employee Relations	900k - 1.5m	<b>1.0 - 1.5m</b>	1.5 - 2.0m	<b>1.5 - 2.2m</b>
Recruitment	800k - 1.8m	<b>800k - 2.0m</b>	1.8 - 2.4m	<b>2.0 - 2.6m</b>
Payroll	720k - 1.2m	<b>800k - 1.4m</b>	1.2 - 1.8m	<b>1.4 - 1.8m</b>
Mobility	680k - 1.0m	<b>680k - 1.0m</b>	1.0 - 1.4m	<b>680k - 1.0m</b>

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# THAILAND

## INFORMATION TECHNOLOGY

ROLE	PERMANENT SALARY PER ANNUM THB (฿)	
	2016	2017
<b>IT Systems</b>		
IT Director	3.6 - 4.8m	<b>3.7 - 5.0m</b>
IT Program Manager	1.8 - 3.0m	<b>1.9 - 3.1m</b>
Development Manager	1.5 - 2.0m	<b>1.5 - 2.1m</b>
Project Manager	1.4 - 2.5m	<b>1.5 - 2.6m</b>
Solution Architect	1.3 - 2.7m	<b>1.4 - 2.7m</b>
Business Analyst Manager	1.2 - 2.0m	<b>1.2 - 2.1m</b>
C++ S/W Engineer	1.1 - 2.0m	<b>1.1 - 2.1m</b>
Test Manager	1.1 - 1.6m	<b>1.1 - 1.7m</b>
Application Support Analyst	900k - 1.5m	<b>950k - 1.5m</b>
Java/J2EE S/W Engineer	900k - 1.3m	<b>950k - 1.4m</b>
Software Developer	800k - 1.6m	<b>900k - 1.6m</b>
IT Business Analyst	800k - 1.5m	<b>900k - 1.6m</b>
<b>ERP/Business Application</b>		
Project Manager	1.5 - 3.0m	<b>1.5 - 3.1m</b>
Consultant - Functional	1.0 - 2.0m	<b>1.1 - 2.1m</b>
Consultant - Technical	900k - 1.7m	<b>950k - 1.8m</b>
<b>Infrastructure</b>		
Service Delivery Manager	1.8 - 2.5m	<b>1.8 - 2.6m</b>
Project Manager	1.8 - 2.8m	<b>1.9 - 2.9m</b>
Infrastructure Manager	1.6 - 2.4m	<b>1.7 - 2.4m</b>
Infrastructure Team Leader	1.1 - 1.5m	<b>1.1 - 1.6m</b>
Desktop Support Analyst	750k - 1.1m	<b>800k - 1.2m</b>
<b>IT Security, Risk &amp; Control</b>		
IT Auditor	1.3 - 2.0m	<b>1.4 - 2.1m</b>
IT Security Analyst	950k - 1.5m	<b>1.0 - 1.6m</b>

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# THAILAND

## SALES & MARKETING B2B & B2C

ROLE	PERMANENT SALARY PER ANNUM THB (฿)	
	2016	2017
<b>Sales</b>		
Sales Director	2.5 - 3.6m	<b>2.5 - 5.0m</b>
Sales Manager	1.4 - 2.0m	<b>1.4 - 2.2m</b>
Business Development Manager	1.4 - 2.0m	<b>1.4 - 2.4m</b>
Key Account Manager	720k - 1.2m	<b>720k - 1.4m</b>
E-commerce Manager	720k - 1.8m	<b>720k - 2.4m</b>
Head of Traditional Trade	2.1 - 5.5m	<b>2.1 - 5.5m</b>
Head of Modern Trade	1.8 - 3.6m	<b>2.1 - 3.6m</b>
National Sales Manager	2.1 - 5.5m	<b>2.1 - 5.5m</b>
Regional Sales Manager	1.4 - 2.1m	<b>1.5 - 2.1m</b>
Store Manager/Boutique Manager	960k - 1.8m	<b>960k - 1.8m</b>
Operation Director	2.1 - 3.0m	<b>2.1 - 3.0m</b>
Operation Manager	1.4 - 2.1m	<b>1.4 - 2.1m</b>
Retail Manager	1.0 - 1.8m	<b>1.0 - 1.8m</b>
Franchise Development Manager	1.8 - 2.6m	<b>1.8 - 2.6m</b>
Sales Capability Manager/Sales Force Effectiveness	1.5 - 2.6m	<b>1.5 - 2.8m</b>
Medical Science Liaison	750k - 1.5m	<b>750k - 1.5m</b>
Medical Advisor	2.0 - 3.5m	<b>2.3 - 3.5m</b>
Market Access Manager	1.0 - 3.2m	<b>1.0 - 3.5m</b>
Regulatory Affair Manager	1.0 - 2.4m	<b>1.0 - 2.6m</b>
QA Manager	1.0 - 2.4m	<b>1.0 - 2.6m</b>
<b>Marketing</b>		
Marketing Director	2.2 - 3.6m	<b>2.4 - 4.2m</b>

NB: Figures are basic salaries exclusive of benefits & bonuses unless otherwise specified.

# THAILAND

## SALES & MARKETING B2B & B2C

ROLE	PERMANENT SALARY PER ANNUM THB (฿)	
	2016	2017
Marketing Research Director	1.6 - 2.5m	<b>2.1 - 3.3m</b>
Public Relations Director	1.6 - 2.2m	<b>1.6 - 2.2m</b>
Marketing Manager	1.2 - 1.8m	<b>1.2 - 2.0m</b>
Brand Manager	1.0 - 1.6m	<b>1.0 - 1.6m</b>
Senior Marcomms Manager	1.0 - 1.6m	<b>1.0 - 1.6m</b>
Trade Marketing Manager	960k - 2.0m	<b>960k - 3.0m</b>
Public Relations Manager	960k - 1.6m	<b>960k - 1.6m</b>
Marketing Research Manager	960k - 1.6m	<b>960k - 1.6m</b>
Direct Marketing Manager	960k - 1.6m	<b>960k - 2.4m</b>
Marcomms Manager	960k - 1.4m	<b>960k - 1.4m</b>
Digital Marketing Manager	850k - 1.8m	<b>850k - 1.8m</b>
Strategic Planning Manager	1.0 - 1.8m	<b>1.0 - 1.8m</b>
Strategic Planning Director	2.0 - 3.0m	<b>2.0 - 3.0m</b>
Digital Director	2.0 - 3.6m	<b>2.0 - 3.6m</b>
Category Manager	1.8 - 3.0m	<b>1.8 - 3.0m</b>
Product Manager	900k - 2.0m	<b>1.0 - 2.0m</b>
<b>Management</b>		
GM/MD	3.6 - 6.0m	<b>3.6 - 6.0m</b>
Country Manager	3.6 - 6.0m	<b>3.6 - 6.0m</b>
Sales & Marketing Director	2.6 - 3.6m	<b>2.6 - 3.6m</b>
Sales & Marketing Manager	1.4 - 1.8m	<b>1.4 - 1.8m</b>
Commercial Director	2.6 - 3.8m	<b>2.6 - 3.8m</b>
Commercial Manager	1.8 - 2.4m	<b>1.8 - 2.4m</b>
Business Unit Director	3.0 - 4.0m	<b>3.2 - 4.0m</b>
Business Unit Manager	2.3 - 3.0m	<b>2.3 - 3.0m</b>

NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified.

# THAILAND

## SUPPLY CHAIN & PROCUREMENT

ROLE	PERMANENT SALARY PER ANNUM THB (฿)	
	2016	2017
<b>Procurement</b>		
Procurement Director	3.2 - 3.8m	<b>3.3 - 4.0m</b>
Procurement Manager	1.9 - 2.9m	<b>2.0 - 3.0m</b>
Category Manager	1.6 - 2.5m	<b>1.7 - 2.6m</b>
Sourcing Manager	1.6 - 2.5m	<b>1.7 - 2.6m</b>
Buyer	1.0 - 1.2m	<b>1.0 - 1.4m</b>
Sourcing Specialist	1.0 - 1.2m	<b>1.0 - 1.3m</b>
<b>Supply Chain &amp; Logistics</b>		
Supply Chain Director	3.8 - 4.8m	<b>3.9 - 5.0m</b>
Supply Chain Manager	1.7 - 2.8m	<b>1.8 - 3.0m</b>
Supply/Demand Planning Manager	2.0 - 2.8m	<b>1.9 - 3.0m</b>
Customer Service Manager	1.4 - 2.0m	<b>1.4 - 2.2m</b>
Operations Manager	1.2 - 2.0m	<b>1.4 - 2.2m</b>
Production Planning Manager	900k - 1.4m	<b>1.0 - 1.6m</b>
Logistics Manager	800k - 1.7m	<b>1.0 - 1.7m</b>
Warehouse Manager	700k - 1.5m	<b>800k - 1.6m</b>
Plant Director	2.5 - 4.5m	<b>2.8 - 4.8m</b>

NB: Figures are basic salaries exclusive of benefits & bonuses unless otherwise specified.