

## **Job Description**

**Title:** Business Head - Asia Pacific

**Location:** Mumbai - India

**Company:** National Restaurant Association Solutions / American Hotel & Lodging Educational Institute

**Reports to:** Channel Vice President, International Sales

## **Position Overview**

The Business Head – Asia Pacific will lead the company’s sales and partnership development in India and across the Asia Pacific region, driving growth of hospitality training and certification programs through partnerships with governments, academic institutions, hospitality companies, and industry organizations.

This role focuses primarily on sales leadership, strategic partnerships, and market development while representing the organization across the region.

The position requires frequent business travel within India and across Asia, particularly in Malaysia, Philippines, Vietnam, South Korea, and Indonesia, to develop new partnerships and support regional clients.

## **Key Responsibilities**

### **Sales & Market Development**

- Generate new sales opportunities and partnerships across India and the broader Asia Pacific region.
- Identify and develop relationships with government agencies, hospitality companies, educational institutions, and training partners.
- Manage the full sales cycle, from prospecting and presentations to contract negotiation and partnership implementation.
- Proactively schedule and conduct meetings via Zoom, Microsoft Teams, etc. to support current clients/partners and with prospective partners, clients, in addition to internal stakeholders to support the company’s sales growth.
- Achieve regional revenue and growth targets established by the company.
- Monitor and report on emerging market trends, competitor activity, and shifts in the hospitality and education sectors across Asia Pacific.

### **CRM & Sales Reporting**

- Maintain accurate records of leads, opportunities, and client relationships using Salesforce CRM.
- Track and report on regional sales performance, pipeline development, and forecasts.
- Provide regular reports on regional market activity, opportunities, and competitor developments.
- Actively manage regional sales activity through Salesforce, including maintaining an accurate and healthy sales pipeline.
- Update opportunities regularly and track next steps to move prospects through the sales process.
- Ensure all leads are followed up within two business days and properly recorded in Salesforce.
- Maintain updated account and contact information for all assigned accounts.
- Upload and maintain all client contracts, agreements, and renewal dates within Salesforce and company systems.

### **Strategic Partnerships**

- Maintain, develop and manage relationships with academic institutions, training providers, and government workforce initiatives.
- Identify opportunities for custom programs, licensing agreements, and joint initiatives with regional partners.
- Support the launch of new programs and certifications aligned with market demand.
- Assist in the preparation and review of proposals, partnership agreements, and licensing contracts with regional partners.

### **Regional Representation**

- Represent the organization at industry conferences, workshops, and hospitality events across the region.
- Promote the company's mission and programs to key stakeholders including governments, hospitality companies, and educational institutions.

### **Regional Operations Support**

- Monitor regulatory and policy developments affecting foreign education providers in the region.
- Coordinate with U.S. headquarters regarding financial reporting and regional operational issues.
- Support recruitment and supervision of regional staff as needed.

### **Travel Requirements**

This role requires regular business travel within India and across Asia Pacific, particularly: Malaysia, Philippines, Vietnam, South Korea, Indonesia.

Travel will include client meetings, government engagements, conferences, and partner development activities.

## **Qualifications**

### **Education**

- Bachelor's degree required
- Master's degree preferred (Business, Hospitality, or related field)

### **Experience**

- Minimum 7+ years of experience in sales, business development, or partnerships
- Experience working with education, hospitality, training, or certification programs preferred
- Experience operating in Asian markets highly desirable

### **Skills & Competencies**

- Strong knowledge of hospitality industry and hospitality education
- Understanding of government and academic partnership environments
- Excellent relationship-building and negotiation skills
- Strong written and verbal communication abilities
- Proficiency in Salesforce CRM and Microsoft Office (Excel, Word, PowerPoint, Outlook)
- Ability to work independently and as part of a global team
- Strong organizational and time management skills
- Cultural awareness and experience working in multi-country environments

### **Personal Attributes**

- Entrepreneurial mindset with strong sales drive
- Highly organized and results-oriented
- Strong problem-solving and analytical skills
- Comfortable working in fast-paced international environments
- Demonstrates integrity, professionalism, and leadership

**Apply Now, Email [Ed Kastli, MBA, CMHS, CGSP, CFPM](mailto:ekastli@ahlei.org) at [ekastli@ahlei.org](mailto:ekastli@ahlei.org)**

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