

We are hiring a

## AVP, Sales / VP, Sales

This full-time position offers an exciting opportunity to join the sales team at Tradewind International Factoring Limited, a leading financial services provider. Reporting directly to the Regional Commercial Director Far East, the position focuses on developing the Tradewind's business within the region, expanding the client base, and maximizing sales revenue opportunities.

EMPLOYMENT

**Full Time**

STARTING DATE

**Immediate**

LOCATION

**Hong Kong  
Singapore**

HOME OFFICE

**Hybrid**

### About Tradewind

Established in 2000, Tradewind Finance is a leading global trade finance company specializing in post-shipment financing, invoice discounting, and non-recourse factoring solutions. With a network of offices throughout the world, including our headquarters in Germany, we provide financing across international markets.

Our diverse team, representing cultures across Asia, the Middle East, Europe, and the Americas, brings deep expertise in international trade and finance. We are committed to empowering businesses by providing liquidity solutions that enhance cash flow and foster sustainable growth, with a strong focus on supporting SMEs worldwide.

### What the job expects:

#### Job description/key responsibilities

- Drive the growth and promotion of the Tradewind brand, expanding the Factoring and Trade Finance Business across the region;
- Identify and target prospective clients (SMEs, corporates, and exporters etc.) through market research, networking, trade shows, and direct prospecting, to promote factoring services;
- Develop and implement effective sales strategies to achieve revenue targets;
- Build and maintain a strong referral network with business partners;
- Understand prospect needs and provide tailored trade finance solutions;
- Manage the sales pipeline, follow up on leads, and close deals efficiently;

- Work closely with Credit, Operations and Finance teams to ensure smooth transaction processing;
- Foster long-term client relationships and collaborate with global Tradewind offices to enhance synergies;
- Maintain accurate records of all sales activities and provide regular performance updates;
- Monitor market competition and provide insights for product/service improvement;
- Supporting marketing teams in developing promotional campaigns and materials;
- Perform other tasks as assigned by management to support business growth.

## What we are looking for:

### Education:

- ✧ Bachelor's degree in Business Administration, Economics, Finance, International Trade, or a related field;

### Experience:

- ✧ Minimum 5 years of experience in sales or business development in international trading, banking, CPA/PE/VC, logistic, finance, insurance, or sourcing.
- ✧ Experience in trade finance, factoring is preferred;
- ✧ Proven track record of meeting or exceeding sales targets;
- ✧ Candidates with less experience may be considered for the positions of **Assistant Vice President, Sales**;

### Skills:

- ✧ Solid business acumen and commercial awareness;
- ✧ Strong understanding of trade finance products and services;
- ✧ Excellent communication, negotiation, and interpersonal abilities; with a proven ability to build and maintain client relationships;
- ✧ Strong problem-solving and analytical skills to understand client needs and deliver effective solutions;
- ✧ Proficiency in Microsoft Office suite;

### Languages:

- ✧ Fluent in Cantonese, Mandarin and English, with good oral and written communication.

### Others:

- ✧ Highly motivated and ambitious, with a passion for sales and a desire to succeed in the financial services industry;
- ✧ Travel required. The role involves a mix of office work, client meetings, and attending trade shows;

### What we are offering:

- A supportive, dynamic work environment with flexible working hours;
- 20 days of annual leave and an additional 5 days of paid sick leave upon joining;
- Comprehensive sales training and ongoing professional development opportunities;
- Competitive salary with performance-based bonus or commission;
- Excellent career advancement opportunities within the company;
- A collaborative, team-oriented culture that values innovation and individual contributions;

### Reach Us:

If you are interested in this position, please send your application with a cover letter and CV to [careers@tradewindfinance.com](mailto:careers@tradewindfinance.com)

#### Your Contact

**Ellen Zhao**

**Finance & HR Director, Far East**

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🌐 [www.tradewindfinance.com](http://www.tradewindfinance.com)