

SALARY SURVEY 2010

ROBERT WALTERS

INTRODUCTION

ROBERT WALTERS IS ONE OF THE WORLD'S LEADING PROFESSIONAL RECRUITMENT CONSULTANCIES, SPECIALISING IN THE PLACEMENT OF PERMANENT, CONTRACT AND TEMPORARY POSITIONS ACROSS ALL LEVELS OF SENIORITY.

With a global network of offices spanning five continents, we are able to meet the demands of clients and candidates whose needs extend beyond local markets, whilst our strong local foundations provide us with unique insights into both industry and culture.

We manage the careers of the highest calibre candidates across the fields of: accounting, finance, banking, information technology, human resources, legal & compliance, sales & marketing, secretarial & support, engineering & operations, general management and supply chain & procurement.

Our unrivalled client base comprises leading blue-chip multinational corporations and major financial services organisations through to SMEs and start up businesses.

This comprehensive global salary survey has been compiled by our dedicated research division and offers an insight into both the recruitment market trends and salaries within each of the geographic markets and disciplines in which we specialise.

For further information about Robert Walters or this survey please see our office listing and contact details at the back of this survey or visit our website at www.robertwalters.com

THAILAND

COUNTRY OVERVIEW

2009 was a tumultuous year in the Thailand recruitment market due to the effects of unprecedented social division and the impact of the global economic crisis. The exodus of companies from Thailand increased in 2009 as the country became more socially divided and violence spread to the streets. Once seen as a desirable place to live and work, many companies closed or put on hold the opening of regional offices and retreated to the relative safety of Singapore or Hong Kong.

Despite the increase in the number of Thais returning to Thailand because of redundancies overseas, Thailand's lack of a deep candidate pool was exposed by the growing need for strong human resource professionals across all industry sectors. The concept of organisational and learning development were new to Thailand in 2009, and as a result many companies scrambled to fill these new positions quickly. HR continues to be an area where Thailand lags behind Hong Kong and Singapore, but efforts are being made to fill this gap through government programmes and higher education.

As Thailand moves into the next decade, one of the government's key initiatives is to increase the quality of education, especially in regards to the usage and utilization of the English language. There is still a large percentage of the Thai population who cannot effectively communicate in English, which greatly reduces the candidate pool for multinational companies looking to recruit local talent and increases the requirement for foreign professionals. However, we expect the reliance on foreign professionals to diminish over the coming years as English was made mandatory in all Thai schools during 2009.

THAILAND

ACCOUNTING & FINANCE

Our accounting & finance division recruits mid to senior level finance professionals, from chief financial officers to qualified accountants, on a permanent basis. We provide a range of recruitment services to listed, multinational and small and medium sized businesses (SMEs).

Our experienced team of accounting and finance consultants specialise in recruiting roles within the advertising, marketing and PR, business services, energy, FMCG and retail, manufacturing and engineering, pharmaceuticals, property and construction, and technology and telecommunications sectors. We recruit across the full spectrum of roles including:

- Accounts payable
- Accounts receivable
- Commercial analyst
- Finance director
- Financial accountant
- Financial analyst
- Financial controller
- Group accountant
- Internal auditor
- Management accountant
- Payroll

Market Overview

2009 was a very active year for the accounting and finance sector in Thailand with strong levels of hiring activity across all four quarters. Despite the global financial crisis affecting businesses in all sectors, the need for solid finance skills remained strong due to renewed interest in improving the visibility and transparency of company accounts and transactions. This was further exacerbated by an increasing number of companies starting to build strong accounting and control teams to keep a close eye on revenue and spending during the downturn. These trends together led to a high demand for candidates with CPA accreditation and specific skill sets.

Several regional operations moved away from Thailand in 2009, taking with them a significant

number of accountants and creating a talent gap in the market. This was, however, offset by an increase in Thais returning from overseas with solid international experience and strong English language skills.

A rise in popularity for Enterprise Resource Planning (ERP) was also seen. Requests for candidates with specialist ERP knowledge and understanding of the system's functionality and capabilities were often received, with these candidates required to help with the system's implementation within finance departments. Anti-corruption and fraud detection recruitment was another area of growth throughout 2009, leading to a strong demand for auditing professionals experienced in this relatively niche function.

A steady stream of opportunities were still seen across the market despite the global financial crisis. This can be attributed to Thailand being a regional hub for several large multinational companies, with 2009 seeing a particularly high number of requirements for candidates with US and European tax and GAAP skills. These candidates were sought-after for their abilities in contributing to more efficient and accurate reporting, with candidates from 'Big 4' accounting firms also in high demand.

Hiring appetite across different sectors throughout the year kept recruitment activity steady. Demand during the first half of 2009 came from industries such as manufacturing and sales organisations, while the latter half of the year saw a shift in focus towards the IT and banking sectors in preparation for an upturn in the market.

Across industry sectors, seasonal demand was also experienced with an increased appetite for strong financial analysts in quarters three and four. This was largely to accommodate company performance reviews for the first half of the year and to help guide

decision makers in forming 2010 strategies in preparation for recovery.

From a candidate perspective, we generally saw larger jumps in salaries at the senior end of the market, with salaries for junior positions staying relatively static. This can largely be attributed to a lack of quality senior talent in the market.

Outlook for 2010

Prospects for high calibre finance candidates are expected to remain strong in 2010 with salaries likely to rise as companies vie for the best talent in the market.

Senior English speaking finance professionals with good audit skills and a high code of ethics will be invaluable to organisations in Thailand as the country rebounds from the global credit crisis. The increased popularity of finance studies in universities should help populate the resource pool in 2010 and beyond.

THAILAND

ACCOUNTING & FINANCE

ROLE	PERMANENT SALARY PER ANNUM THB	
	2009	2010
Chief Financial Officer	THB1.5 - 2.0m+	THB1.8 - 2.5m+
Finance Director - Large Organisation	THB1.5 - 2.0m+	THB1.6 - 2.5m+
Finance Director - Small/Medium Organisation	THB1.0 - 2.0m+	THB1.4 - 2.0m+
Financial Controller - Large Organisation	THB900k - 1.5m+	THB1.0 - 2.0m
Auditor (8+ yrs' exp)	THB650 - 950k	THB850k - 1.2m
Commercial Manager	THB900k - 1.3m+	THB1.1 - 1.5m+
Corporate Finance (6+ yrs' exp)	THB850k - 1.0m+	THB850k - 1.4m+
Internal Auditor - Director	THB650 - 850k+	THB800k - 1.1m+
Group Accountant - Consolidations	THB550 - 750k+	THB650k - 1.0m+
Tax Director	THB700k - 1.0m+	THB750k - 1.2m+
Business Analyst (6 - 10 yrs' exp)	THB750k - 1.0m+	THB850k - 1.2m
Financial Controller - Small/Medium Organisation	THB700k - 1.0m+	THB650k - 1.1m+
Business Analyst (3 - 5 yrs' exp)	THB550 - 750k	THB600 - 950k
Treasury Manager	THB700 - 900k+	THB700k - 1.1m+
Auditor (3 - 5 yrs' exp)	THB550 - 850k	THB550k - 1.1m
Financial Analyst (6 - 10 yrs' exp)	THB600k - 1.0m+	THB750k - 1.0m+
Financial Planning and Analysis (6+ yrs' exp)	THB550 - 850k+	THB750k - 1.0m+
Tax Accountant - Senior (6+ yrs' exp)	THB700k - 1.0m+	THB700k - 1.0m+
Internal Auditor - Manager	THB650 - 850k+	THB600k - 1.0m+
Finance Manager (4 - 6 yrs' exp)	THB550 - 800k	THB650k - 1.0m
Treasury Analyst (6+ yrs' exp)	THB750 - 950k+	THB750 - 950k+
Credit Controller (6+ yrs' exp)	THB600 - 900k+	THB600 - 900k+
Cost Controller (6 - 10 yrs' exp)	THB600 - 850k	THB600 - 850k
Financial Planning and Analysis (3 - 5 yrs' exp)	THB400 - 650k	THB600 - 850k
Tax Accountant (3 - 5 yrs' exp)	THB575 - 750k	THB575 - 750k
Accountant (3 - 5 yrs' exp)	THB500 - 700k	THB450 - 700k
Financial Analyst (3 - 5 yrs' exp)	THB400 - 650k	THB400 - 700k
Accounts Payable/Receivable Accountants (3 - 5 yrs' exp)	THB400 - 600k	THB400 - 600k
Finance Manager (0 - 3 yrs' exp)	THB400 - 600k	THB400 - 600k

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

THAILAND

FINANCIAL SERVICES

Our financial services division recruits permanent professionals for a wide range of financial services institutions including investment banks, retail banks, insurance companies, broking houses and mortgage companies. Our talented consultants cover the full spectrum of banking and finance roles including:

- Business analyst/project management
- Cash management/funding
- Client services/relationship management
- Collateral management
- Confirmations
- Corporate actions and dividends
- Derivative documentation
- Desk assistant
- Loan administration
- Payments
- Prime brokerage
- Reconciliations and control
- Settlements
- Static data
- Stock lending
- Trade support (middle office/front office)

Market Overview

2009 was a year of transition and turmoil in Thailand. Political uncertainty, the financial crisis and other economic factors had an adverse effect on the Thai financial services sector, particularly in the second half of the year. A weak Thai Baht and exposure to the global financial crisis saw high levels of retrenchment in the industry as well as recruitment freezes in the first half of the year. However, there were some key areas where recruitment remained active, such as operational risk, credit risk and compliance. We also saw more requirements outside the banking sector in areas such as insurance, tax and equities.

In 2007, the Bank of Thailand made it mandatory for all banks to comply with Basel II regulations by 2010. To accommodate these new regulations, there was a strong demand for candidates with skills in Basel II throughout 2009.

As the deregulation of foreign owned banks continued in Thailand, we saw a corresponding increase in demand for branch managers. Relationship managers and candidates with strong business development skills were also in demand in the second half of the year as banks looked to develop business and broaden existing client bases.

The implementation of new and innovative IT systems in Thai banks created a need for process improvement and change management professionals to assist with the shift in operations and culture. Candidates with a solid background in banking coupled with the understanding of those high level issues relating to an organisation's cultural shifts, were able to command a premium in the market and, in some cases, determine their own salaries.

Outlook for 2010

The outlook for the financial services sector in 2010 seems optimistic as confidence in both the government and the country returns. Due to the recent aggressive recruitment campaigns of both local and foreign banks promising premium salaries, the financial services sector will remain a popular career option for high calibre talent.

We anticipate that salaries and hiring activities will return to relatively healthy levels in 2010, as companies start to compete aggressively for top talent to ensure they are prepared for the market upturn.

THAILAND

FINANCIAL SERVICES

ROLE	PERMANENT SALARY PER ANNUM THB					
	1 - 4 YRS' EXP		4 - 8 YRS' EXP		8+ YRS' EXP	
	2009	2010	2009	2010	2009	2010
Front Office Banking						
Private Banking	THB640 - 950k	THB840k - 1.3m	THB960k - 1.2m	THB1.0 - 1.5m	THB1.2m+	THB1.5m+
Investment Banking	THB640 - 950k	THB840k - 1.0m	THB960k - 1.1m	THB1.1 - 1.4m	THB1.2m+	THB1.5m+
Equities Capital Markets	THB500 - 790k	THB700 - 960k	THB800 - 990k	THB1.1 - 1.4m	THB1.0m+	THB1.4m+
Private Equity	THB700 - 830k	THB900k - 1.3m	THB840 - 950k	THB1.0 - 1.3m	THB960k+	THB1.3m+
Corporate Banking	THB490 - 770k	THB550 - 850k	THB780 - 980k	THB850k - 1.1m	THB990k+	THB 1.2m+
Debt Capital Markets	THB500 - 590k	THB650 - 900k	THB600 - 990k	THB850k - 1.3m	THB1.0m+	THB1.0m+
Trade Sales	THB400 - 550k	THB550 - 700k	THB440 - 560k	THB650 - 800k	THB570k+	THB1.0m+
Commercial Banking	THB430 - 600k	THB550 - 700k	THB420 - 530k	THB600 - 900k	THB540k+	THB1.0m+
Cash/Treasury Sales	THB360 - 430k	THB450 - 650k	THB440 - 560k	THB650 - 850k	THB570k+	THB1.0m+
Priority Banking	THB300 - 370k	THB400 - 570k	THB380 - 430k	THB580 - 830k	THB440k+	THB850k+
Banking Operations						
Cash Management	THB600 - 810k	THB600 - 850k	THB820 - 950k	THB860k - 1.1m	THB960k+	THB1.2m+
Treasury Settlements	THB660 - 730k	THB660 - 730k	THB740 - 890k	THB750 - 900k	THB900k+	THB1.0m+
Trade Support	THB540 - 670k	THB540 - 670k	THB680 - 790k	THB680 - 900k	THB800k+	THB950k+
Corporate Governance						
Operations Risk	THB400 - 540k	THB680 - 850k	THB550 - 730k	THB900k - 1.2m	THB740k+	THB1.3m+
Market Risk	THB480 - 510k	THB550 - 750k	THB520 - 950k	THB900k - 1.1m	THB690k+	THB1.2m+
Credit Risk	THB550 - 750k	THB800k - 1.0m	THB500 - 640k	THB850k - 1.1m	THB650k+	THB1.2m+
Internal Audit	THB420 - 650k	THB480 - 690k	THB660 - 950k	THB700 - 950k	THB960k+	THB1.0m+
Compliance	THB420 - 650k	THB420 - 650k	THB660 - 950k	THB660 - 950k	THB960k+	THB960k+
Financial Accounting						
Finance Operations	THB720 - 770k	THB790 - 950k	THB780 - 840k	THB960k - 1.2m	THB850k+	THB1.3m+
Fund Accounting	THB675 - 715k	THB675 - 815k	THB725 - 865k	THB825k - 1.0m	THB875k+	THB1.1m+
Business Analysis	THB700 - 790k	THB650 - 790k	THB800 - 890k	THB800 - 950k	THB900k+	THB1.0m+

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

THAILAND

HUMAN RESOURCES

Our human resources division specialises in placing high calibre HR candidates with a minimum of three years' experience in junior management through to director level positions, in either country or regional appointments. We recruit for small enterprises through to large local, multinational and global organisations across both the financial services and commerce sector. Specific disciplines we recruit for include:

- Audit and compliance
- Change management
- Compensation and benefits
- Employee and industrial relations
- Expatriate management or mobility
- Generalists
- Generalist operations
- Information systems
- Learning and development
- M&A
- Organisation development
- Organisation effectiveness
- Recruitment

Market Overview

HR recruitment remained strong throughout all four quarters of 2009 as companies realised the need for a strong HR team to manage, attract and retain their key talent. Companies that placed more emphasis on the HR function managed to maintain their competitive advantage and were better positioned to make the most of the beginnings of the economic recovery.

Unlike the IT and banking sectors, we did not see a significant level of retrenchment within the HR discipline in Thailand. Companies were more focused on developing their workforce, leading to a high demand for in-house HR managers and HR generalists. In the consulting space, compensation and benefits professionals were highly sought-after as companies looked for ways to retain key talent. Learning and organisational development talent was also in demand due to

the increased focus on up-skilling and training staff in preparation for the market upturn.

Salaries for human resources professionals saw a sharp increase in 2009, as demand for good quality HR candidates outstripped supply. In response to the limited pool of HR talent available in Thailand, many universities added Masters programmes in human resources management and other HR specialisation areas. These programmes have proved to be highly popular amongst new graduates and are instrumental in developing future HR talent for the Thai market.

In addition, the introduction and greater utilisation of human resources information systems has spawned a demand for new skill sets, primarily in PeopleSoft and SAP. Candidates with skills in these areas were able to command premium salaries in 2009 and this is likely to continue in 2010.

Outlook for 2010

We expect demand for HR talent to remain high in Thailand throughout 2010 as companies look to their HR function to contribute even more to the overall effectiveness and satisfaction of the workforce. Skilled and experienced HR professionals will likely have the ability to command good salaries due to the local shortage of quality HR candidates.

THAILAND

HUMAN RESOURCES

ROLE	PERMANENT SALARY PER ANNUM THB					
	3 - 6 YRS' EXP		6 - 12 YRS' EXP		12+ YRS' EXP	
	2009	2010	2009	2010	2009	2010
Commerce and Industry						
Compensation and Benefits Specialist	THB720 - 890k	THB800k - 1.0m	THB900k - 1.1m	THB1.1- 1.5m	THB1.15m+	THB1.6m+
Organisational Development Specialist	THB960k - 1.0m	THB960k - 1.0m	THB1.1 - 1.4m	THB1.1 - 1.4m	THB1.45m+	THB1.45m+
HR Generalist/Business Partner	THB600 - 950k	THB700k - 1.0m	THB960k - 1.5m	THB1.1 - 1.7m	THB1.56m+	THB1.4m+
Training and Development Specialist	THB720 - 830k	THB720 - 900k	THB840k - 1.1m	THB950k - 1.3m	THB1.2m+	THB1.3m+
HRIS Specialist	THB640 - 900k	THB700- 950k	THB770 - 970k	THB850k - 1.2m	THB980k+	THB1.3m+
Recruitment Specialist	THB500 - 610k	THB500 - 610k	THB620 - 850k	THB620 - 850k	THB870k+	THB900k+
Mobility Specialist	THB480 - 590k	THB480 - 590k	THB600 - 810k	THB600 - 810k	THB820k+	THB820k+
Payroll Specialist	THB420 - 590k	THB420 - 590k	THB600 - 800k	THB600 - 800k	THB810k+	THB810k+
Banking and Financial Services						
HRIS Specialist	THB720k - 1.0m	THB820k - 1.0m	THB1.1 - 1.8m	THB1.1 - 1.8m	THB1.9m+	THB1.9m+
Organisational Development Specialist	THB1.0 - 1.2m	THB1.0 - 1.2m	THB1.25 - 1.6m	THB1.25 - 1.6m	THB1.75m+	THB1.75m+
HR Generalist/Business Partner	THB720 - 900k	THB720 - 900k	THB1.0 - 1.6m	THB1.0 - 1.6m	THB1.7m+	THB1.7m+
Training and Development Specialist	THB800 - 910k	THB800k - 1.0m	THB920k - 1.3m	THB1.1 - 1.5m	THB1.4m+	THB1.6m+
Compensation and Benefits Specialist	THB800 - 980k	THB800k - 1.1m	THB970k - 1.2m	THB1.2 - 1.5m	THB1.25m+	THB1.6m+
Recruitment Specialist	THB550 - 710k	THB650 - 850k	THB720 - 970k	THB900k - 1.2m	THB980k+	THB1.3m+
Payroll Specialist	THB500 - 670k	THB500 - 670k	THB680 - 960k	THB680k - 1.0m	THB965k+	THB1.1m+
Mobility Specialist	THB550 - 670k	THB550 - 670k	THB680 - 760k	THB680 - 760k	THB770k+	THB770k+
<p>NB: Figures are basic salaries exclusive of benefits or bonuses unless otherwise specified. Figures will vary dependent on whether the incumbent is holding a regional/global role.</p>						

THAILAND

INFORMATION TECHNOLOGY

Our information technology division in Thailand specialises in placing high calibre IT professionals into permanent and contract positions across the financial services, commerce and industry, information technology and telecommunications sectors.

We recruit for major European and US multinationals and leading local and regional institutions. This includes end user clients, specialist vendors of products and services (incorporating outsourcing partners and shared services), systems integrators and management consultancies.

Market Overview

The first six months of 2009 were especially challenging for Thai IT professionals as the global economic downturn forced many organisations to put large projects on hold. The government sector was also adversely affected, with the cancellation of many major projects.

2009 saw a distinct shift from permanent hiring to contract based recruitment, reflecting a risk-free and cautious approach to the staffing of IT projects in Thailand. As such, a large pool of contract candidates emerged in a market once dominated by permanent employees.

Despite the effect of the global credit crunch, the financial services sector continued to recruit IT talent. The Bank of Thailand relaxed regulations for foreign banks and mandated complete Basel II compliance by 2010. These initiatives led to increased investments in development and transformation projects. As a result, IT professionals with expertise in Basel II and project implementation were in high demand.

Furthermore, we observed a strong increase in salary levels during 2009 despite the global downturn, as many local Thai companies competed to attract the best IT talent in the market.

Due to Thailand's position as a regional development centre, technical and programming skills continued to lead the market in terms of demand. ERP and MIS skill sets were also in strong demand, especially in the manufacturing sector. Sales and marketing professionals were also highly sought-after in 2009 as companies aggressively went to market with new products and services.

Outlook for 2010

We expect outsourcing and service delivery to remain popular for companies in Thailand during 2010 as the economy gradually recovers. COBOL and C++ programming skills will also be in demand, especially within the financial services sector. Skilled IT professionals can look forward to salaries steadily increasing across the board.

We also expect increased opportunities for candidates experienced in the design and implementation of manufacturing and ERP systems. This is largely due to the expectation that Thailand's manufacturing export industry will remain buoyant.

THAILAND

INFORMATION TECHNOLOGY

ROLE	PERMANENT SALARY PER ANNUM THB	
	2009	2010
IT Systems		
IT Director	THB1.5 - 2.0m	THB1.7 - 2.2m
IT Programme Manager	THB1.0 - 1.4m	THB1.0 - 1.4m
Project Manager	THB900k - 1.3m	THB1.0 - 1.4m
Solution Architect	THB800k - 1.2m	THB800k - 1.2m
Development Manager	THB650 - 850k	THB750k - 1.0m
.Net/C# S/W Engineers	THB600 - 800k	THB650 - 950k
Software Developer	THB500 - 750k	THB500 - 900k
Business Analyst Manager	THB650 - 800k	THB650 - 900k
C++ S/W Engineers	THB650 - 800k	THB650 - 900k
Application Support Analyst	THB500 - 700k	THB500 - 850k
Java/J2EE S/W Engineers	THB550 - 700k	THB600 - 850k
IT Business Analyst	THB700 - 850k	THB650 - 850k
Test Manager	THB475 - 650k	THB475 - 650k
ERP/Business Application		
Project Managers	THB1.4 - 1.8m	THB1.5 - 1.9m
Consultants - Functional	THB1.0 - 1.4m	THB1.0 - 1.5m
Consultants - Technical	THB1.0 - 1.4m	THB1.0 - 1.5m
Infrastructure		
Infrastructure Manager	THB1.0 - 1.4m	THB1.0 - 1.4m
Service Delivery Manager	THB1.0 - 1.4m	THB900k - 1.3m
Project Manager	THB700 - 900k	THB900k - 1.3m
Infrastructure Team Lead	THB800 - 1.2m	THB850k - 1.2m
Desktop Support Analyst	THB600 - 800k	THB500 - 800k
Database Administrator	THB600 - 750k	THB600 - 750k
Server Administrator	THB500 - 650k	THB500 - 750k
IT Security, Risk and Control		
IT Security Analyst	THB850k - 1.1m	THB950k - 1.3m
IT Auditor	THB750 - 900k	THB950k - 1.2m

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

THAILAND

SALES & MARKETING

Our sales & marketing division recruits for permanent and contract roles across all disciplines within the following sectors:

- Financial services
- FMCG
- Information technology
- Manufacturing
- Media and entertainment
- Pharmaceutical and healthcare
- Professional services
- Retail

Typical roles we recruit for include:

- Brand managers
- Business development directors
- Marketing analysts
- Marketing directors/managers/executives
- Product managers
- Sales directors/managers/executives

Market Overview

In 2009, we saw high demand for sales professionals in Thailand, as companies recognised the need for strong sales and business development professionals to help rebuild businesses that had been adversely affected by the economic downturn.

With an increased focus on building new business and improving the bottom line, we saw a shift within many organisations as they looked to fill senior c-suite positions with professionals who had extensive sales and marketing experience. Previously, senior roles had often been held by those with a background in finance. As has been the trend for several years, candidates with the ability to communicate well in both written and spoken English were highly sought-after.

Several large FMCG and manufacturing multinationals have regional operations based in Thailand and, as such, hiring levels for brand managers, marketing communications and channel marketing roles remained strong.

There was also aggressive recruitment within the retail hypermarket industry, which boomed in Thailand during 2009, with skill sets in category management, retail development and supply chain in particularly high demand.

The MICE industry proved a key revenue contributor in 2009 as Thailand emerged as the regional hub for meetings and conventions. Event marketing, advertising and promotion and communications professionals were therefore in demand.

Within the industrial sector, there was a strong demand for chemical, construction, product marketing and account management talent in the second half of 2009 as the manufacturing industry rebounded from a stagnant first half. Banks also ramped up their recruitment for relationship managers in an attempt to expand their narrowing client base and entice back wary customers who had deliberately held back their investments.

Salaries remained flat across most disciplines with slight increases seen in the FMCG space. However, premiums were still offered to candidates with good overseas experience and those with the ability to inject new ideas and bring about culture shifts to Thai organisations.

Outlook for 2010

The sales and marketing industry in Thailand is expected to remain buoyant throughout 2010 as the economy recovers and consumer confidence rises. Branding and product marketing will drive trends in terms of hiring, with a secondary focus on advertising and marketing communications. The lack of skilled sales professionals in the market will drive up salaries as companies vie for the best talent to grow their businesses.

THAILAND

SALES & MARKETING

ROLE	PERMANENT SALARY PER ANNUM THB	
	2009	2010
General Manager/Managing Director (6+ yrs' exp)	THB1.4 - 2.0m+	THB1.6 - 2.2m+
Sales Director (8+ yrs' exp)	THB1.5 - 2.0m+	THB1.5 - 2.2m+
Sales and Marketing Director (8+ yrs' exp)	THB1.0 - 1.5m+	THB1.2 - 1.7m+
Sales Manager (4 - 5 yrs' exp)	THB1.3 - 1.6m+	THB1.4 - 1.8m+
Account Director (8+ yrs' exp)	THB1.0 - 1.5m+	THB1.1 - 1.5m+
Marketing Director (6+ yrs' exp)	THB1.0 - 1.5m+	THB1.0 - 1.5m+
Public Relations Director (8+ yrs' exp)	THB900k - 1.2m+	THB1.0 - 1.4m+
Business Development Manager (8+ yrs' exp)	THB800k - 1.0m+	THB1.0 - 1.4m+
Brand Manager (4+ yrs' exp)	THB800k - 1.2m+	THB950k - 1.3m+
Sales and Marketing Manager (4 - 5 yrs' exp)	THB1.0 - 1.4m+	THB900k - 1.3m+
Marketing Communications Manager (6+ yrs' exp)	THB800k - 1.2m+	THB850k - 1.3m+
Marketing Manager (4 - 5 yrs' exp)	THB750k - 1.0m+	THB850k - 1.2m+
Assistant Brand Manager (3 - 4 yrs' exp)	THB750k - 1.0m	THB850k - 1.2m
Corporate Affairs Director (6+ yrs' exp)	THB850k - 1.1m+	THB850k - 1.1m+
Marketing Research Director (6+ yrs' exp)	THB850k - 1.1m+	THB850k - 1.1m+
Trade Marketing Manager (4 - 5 yrs' exp)	THB750 - 900k	THB850k - 1.1m+
Channel Manager (5 - 8 yrs' exp)	THB800k - 1.0m+	THB800k - 1.0m+
Marketing Research Manager (4 - 5 yrs' exp)	THB750k - 1.0m+	THB750k - 1.0m+
PR Manager	THB700 - 900k	THB750k - 1.0m
Account Manager (4 - 5 yrs' exp)	THB700 - 950k	THB700k - 1.0m
Business Development Manager (4 - 5 yrs' exp)	THB600 - 800k+	THB700 - 950k+
Call Centre Manager (8+ yrs' exp)	THB500 - 750k+	THB700 - 950k+
Marketing Communications Manager (4 - 5 yrs' exp)	THB650 - 850k	THB750 - 950k
Visual Merchandising Manager (4 - 5 yrs' exp)	THB700 - 900k	THB650 - 950k
Public Relations Manager (4 - 5 yrs' exp)	THB700 - 900k	THB650 - 900k
Campaign Manager (3 - 5 yrs' exp)	THB650 - 850k	THB650 - 850k
Direct Marketing Manager (5 yrs' exp)	THB550 - 800k	THB600 - 850k

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

CONTACT US

AUSTRALIA

Adelaide

Level 20
25 Grenfell Street
Adelaide SA 5000
Australia
T +61 (0) 8 8216 3500
F +61 (0) 8 8410 5155

Brisbane

Level 27
Waterfront Place
1 Eagle Street
Brisbane QLD 4000
Australia
T +61 (0) 7 3032 2222
F +61 (0) 7 3221 3877

Melbourne

Level 29
360 Collins Street
Melbourne VIC 3000
Australia
T +61 (0) 3 8628 2100
F +61 (0) 3 9600 4200

Perth

Level 10
109 St Georges Terrace
Perth WA 6000
Australia
T +61 (0) 8 9266 0900
F +61 (0) 8 9266 0999

Sydney

Level 47
2 Park Street
Sydney NSW 2000
Australia
T +61 (0) 2 8289 3100
F +61 (0) 2 8289 3200

BELGIUM

Brussels

Avenue Louise 149
Box 33
B-1050 Brussels
Belgium
T +32 (0) 2 511 66 88
F +32 (0) 2 511 99 69

Groot-Bijgaarden (Walters Interim)

A. Gossetlaan 54
B-1702 Groot-Bijgaarden
Belgium
T +32 (0) 2 609 79 00
F +32 (0) 2 609 79 01

CHINA

Shanghai

Suite 17B
Crystal Century Plaza
567 Wei Hai Road
Shanghai
PRC 200041
T +86 21 5153 5888
F +86 21 5153 5999

Suzhou

Suite 2106
Zhongyin Huilong Building
No. 8 Suhua Road
Suzhou Industrial Park
Jiangsu
PRC 215021
T +86 512 6873 5888
F +86 512 6873 5899

FRANCE

Lyon

First Floor
Cité Internationale
94 quai Charles de Gaulle
69006 Lyon
France
T +33 (0) 4 72 69 04 18
F +33 (0) 4 72 69 71 18

Lyon (Walters Interim)

First Floor
Cité Internationale
94 quai Charles de Gaulle
69006 Lyon
France
T +33 (0) 4 72 69 77 15
F +33 (0) 4 72 69 71 18

Paris

25 rue Balzac
75008 Paris
France
T +33 (0) 1 40 67 88 12
F +33 (0) 1 40 67 88 09

Paris (Walters Interim)

Mezzanine
23 rue Balzac
75008 Paris
France
T +33 (0) 1 40 76 05 05
F +33 (0) 1 40 76 05 06

Strasbourg

3rd Floor
Centre d’Affaire Delta Bleu
5 Place du Corbeau
67000 Strasbourg
France
T +33 (0) 3 88 65 58 25
F +33 (0) 3 88 65 58 26

La Défense (Walters Interim)

34th Floor - Grande Arche
1 Parvis de la Défense
92044 La Défense Cedex
France
T +33 (0) 1 49 67 82 00
F +33 (0) 1 49 67 82 29

Montigny (Walters Interim)

2nd Floor
43 Avenue du centre
78180 Montigny le Bretonneux
France
T +33 (0) 1 30 48 21 80
F +33 (0) 1 30 48 21 99

HONG KONG

Hong Kong

20/F Nexxus Building
41 Connaught Road Central
Hong Kong
T +852 2103 5300
F +852 2103 5301

IRELAND

Dublin

2nd Floor
Riverview House
21-23 City Quay
Dublin 2, Ireland
T +353 (0) 1 633 4111
F +353 (0) 1 633 4112

JAPAN

Osaka

15th Floor
Pias Tower
3-19-3 Toyosaki
Kita-ku Osaka-shi
Osaka 531-0072
Japan
T +81 (0) 6 4560 3100
F +81 (0) 6 4560 3101

Tokyo

14th Floor
Shibuya Minami Tokyu Bldg
3-12-18 Shibuya
Shibuya-ku
Tokyo 150-0002
Japan
T +81 (0) 3 4570 1500
F +81 (0) 3 4570 1599

LUXEMBOURG

Luxembourg

First Floor
20 rue Eugene Ruppert
L-2453
Luxembourg
T +352 (0) 2647 8585
F +352 (0) 2649 3434

MALAYSIA

Kuala Lumpur

Level 45, Tower 2
Petronas Twin Towers
Kuala Lumpur City Centre
50088 Kuala Lumpur
Malaysia
T +603 2380 8700
F +603 2380 8701

NETHERLANDS

Amsterdam

3rd Floor
WTC Toren H
Zuidplein 28
1077 XV Amsterdam
Netherlands
T +31 (0) 20 6444 655
F +31 (0) 20 6429 005

Eindhoven

First Floor
Begijnenhof 4-6
5611 EL Eindhoven
Netherlands
T +31 (0) 40 7999 910
F +31 (0) 40 7999 919

Rotterdam

3rd Floor
Groothandelsgebouw
Stationsplein 45
PO Box 746
3000 AS Rotterdam
Netherlands
T +31 (0) 10 7998 090
F +31 (0) 10 7998 099

NEW ZEALAND

Auckland

Level 9
22 Fanshawe Street
Auckland
New Zealand
T +64 (0) 9 302 2280
F +64 (0) 9 302 4930

Wellington

Level 8
Featherston House
119-123 Featherston Street
Wellington
New Zealand
T +64 (0) 4 499 7711
F +64 (0) 4 473 6039

SINGAPORE

Singapore

6 Battery Road
#11-07
Singapore 049909
T +65 6228 0200
F +65 6228 0201

SOUTH AFRICA

Johannesburg

6th Floor
Fredman Towers
13 Fredman Drive
Sandton
Johannesburg
South Africa
T +27 (0) 11 783 3570
F +27 (0) 11 783 3573

Postal Address:
PO Box 412697
Craighall Park, 2024
Gauteng, South Africa

SPAIN

Madrid

Plaza de la Independencia n°2
28001 Madrid
Spain
T +34 (0) 91 309 7988

SWITZERLAND

Zurich

Dreikönigstrasse 31 A
8002 Zürich
Switzerland
T +41 (0) 44 208 37 84
F +41 (0) 44 208 3 500

THAILAND

Bangkok

Q House Lumpini, Level 27
1 South Sathorn Road
Toogmahamek, Sathorn
Bangkok 10120
Thailand
T +66 (0) 2 610 3655
F +66 (0) 2 610 3601

UNITED KINGDOM

Birmingham

6th Floor
3 Brindley Place
Birmingham B1 2JB
United Kingdom
T +44 (0) 121 698 8764
F +44 (0) 870 191 2040

Guildford

1st Floor Meridian House
9-11 Chertsey Street
Guildford, Surrey
GU1 4HD
United Kingdom
T +44 (0) 1483 510 400
F +44 (0) 1483 510 401

London

(Head Office)
55 Strand
London
WC2N 5WR
United Kingdom
T +44 (0) 20 7379 3333
F +44 (0) 20 7509 8714

Manchester

Suite 4A
6th Floor
55 King Street
Manchester M2 4LQ
United Kingdom
T +44 (0) 161 214 7400
F +44 (0) 161 214 7401

UNITED STATES

New York

16th Floor
Suite 1606
7 Times Square Tower
New York
NY 10036
United States
T +1 212 704 9900
F +1 212 704 4312

