



Sales Manager

DAVID GOH

SALES MANAGER

SIA CARGO

3 YEARS IN AVIATION

Job description

David is responsible for the profitability of the regions that are under his purview. He is currently managing the overall sales strategy for North Asia, West Asia and Africa.

As cargo space is sold primarily to freight forwarders who liaise with shippers, David often schedules meetings with the forwarders to understand their freight requirements and offer competitive solutions that suit their needs. He is also required to build and maintain good relationships with the forwarders to generate growth of existing businesses and obtain new sales leads to increase sales revenue.

A day at work

I could be meeting our cargo agents and discussing sales opportunities, or I could be analysing sales data and market information and formulating sales strategies in response to a fluid market, or ensuring our various accounts are well-served.

Why I love my job

The cargo industry is dynamic, fast-paced and always encourages me to respond creatively and resourcefully to any situation. The company also empowers young

executives like myself by granting us autonomy to make certain decisions, and this can be very rewarding.

How I got into aviation

The cargo sector intrigued me before I entered university due to its dynamic nature and the industry's boom at that time. I signed up for a scholarship with SIA Cargo and that is how I got into the cargo sector.

Personal qualities needed

You need to have tenacity, flexibility and the ability to work under pressure. You should also have strong decision-making skills and be able to source for solutions in difficult situations.

Entry requirements

To join Singapore Airlines Cargo as a Sales Manager, you should have a good Honours degree in any discipline, with at least 2 years of commercial or accounts management experience.

The grade offered will commensurate with the candidate's working experience in logistics in freight forwarding or cargo airline companies.

Possible career progression

You can look forward to training and development opportunities which will involve job rotations to other areas in Singapore Airlines Cargo such as ground operations, flight operations, planning, commercial areas and cargo capacity management.

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