



A portfolio with multiple patented and award-winning designs

TRIA is the go-to in Singapore for innovative and sustainable packaging.



TRIA is an award winning, close-the-loop company for packaging.

We offer a range of sustainable packaging solutions from product, services to end-to-end ecosystem. Our efforts have won accolades such as the Emerging Enterprise Award, Pentawards, ASEAN-Korea Excellent Design Award and Singapore Packaging Star Awards. Our CEO Ng Pei Kang is an honouree on Eco-Business's A-list for Sustainability Leadership and a juror for the Singapore Good Design Award for sustainable solutions.

TRIA is at a crucial juncture where we are scaling up our closed-loop solution, Bio24, to address the non-recyclability of single-use food packaging. Bio2 is a patented end-to-end system built around organic recycling, which enables foodservice brands like KFC to recycle their packaging and leftover food waste. Bio24 has been showcased in over 70 global events/media channels over the past years including Global Table Melbourne, Plasticity Thailand and Channel News Asia.

TRIA is a leading voice in sustainability, design and innovation.





TRIA PTE. LTD.

67 Ayer Rajah Crescent, #02-20/21, Singapore 139950

Sales Director

The Sales Director will be instrumental to TRIA, as we make a push to establish market presence and change dated industry mindsets and practices with new narratives, marketing strategies and sensibilities to reach out and promote our sustainable solutions.

His/Her key role is to drive TRIA's sales strategy and go-to-market plans to fulfill TRIA's growth targets. This will involve building the sales team while leading the charge to secure key accounts and new markets.

We are looking for a passionate and driven personality who is prepared to grow with the company. TRIA currently enjoy a good momentum, with a 10x growth outlook in the next few years, and plans to expand into key countries such as Australia, Europe and the US. As such, the candidate will require a growth and global mindset.

www.triafoodware.com | www.tria.solutions

The scope

- Develop short-term and long-term sales strategies, in line with company objectives, roadmap and budget.
- Prospect for new clients, recommend solutions, sell products and developing relationships.
- Assist the CEO in the development of the go-to-market approach for new local and global markets such caterers, theme parks, campuses, and inflights.
- Research and stay current with market trends, client insights and competition movements.
- Support Product Development and Product Marketing with market insights and product feedback.

The person

- Min. 15 years of experience in Sales, Marketing or Business Development, preferably in food service environment, with a proven track record in growing sales revenue.
- Passionate about environmental sustainability.
- F&B experience is a bonus
- Good application of business knowledge and principles
- A clear mind for prioritising and decision making
- A pioneering attitude that is nimble and adaptive
- Strong people and communication skills. Good team attitude
- Strong command of English.
- Experienced with the use of Spreadsheets/Excel and Powerpoint/Keynote

To apply, kindly write in to hr@triafoodware.com with your CV and/or resume. We regret to inform that only shortlisted applicants will be contacted.