

ROLE PROFILE

Job Title	Regional Manager, SEA
Business Unit	BBU
Function/Region	Commercial/Sales - GTR
Location	Singapore
Leader	Regional Director, GTR - Asia Pacific & Middle East
People Leadership	Yes
Job Level	4A
Role Purpose	
<p>To manage and execute the Global Travel Retail (GTR) strategy for SEA and maximise the WG&S Premium/Luxury strategy yourself and through leading a team. You will do this while working directly with the key regional accounts and supervising/coaching the management of various other key accounts. To optimise retail sales, brand building visibility, NSV and profit for the company within agreed budgets and business guidelines.</p>	
Accountabilities	
<ul style="list-style-type: none"> ● Produce and execute customer sales plans to deliver targeted business results through sound financial planning, alignment of plans and processes, and prioritisation of spend to drive profitable business growth. ● Develop relationships with the key senior customer contacts to drive and implement WG&S GTR strategies and gain support. ● Lead, motivate and develop the SEA team and customers to maximise commercial opportunities and achieve WG&S brand building objectives. ● Ensure development, implementation, monitoring and evaluation of effective account strategies and plans in order to achieve GTR strategy and targets. ● Develop and activate annual promotion and customer marketing plans that build our brands proposition and create consumer awareness. ● Identify opportunities to build new business through existing and new customers or routes to market. ● Develop direct to ensure robust succession planning for key roles within the GTR commercial team. ● Work collaboratively with WG&S Domestic teams and key internal stakeholders to ensure development of GTR customer plans that demonstrate alignment to domestic strategy. ● Implement global pricing strategy and annual pricing plan to deliver the Brand global price ambitions across GTR key customers. ● Monitor and manage P&L to deliver the annual budget and constantly seek ways to improve ROI and drive key account reviews to ensure the accuracy of forecasting both profit and investment spend. ● Identify opportunities to improve promotional spend efficiencies across core brands through a better use of data and insight and turn it in to sellable customer plans. 	