



Job Title	Regional Managing Director – UK, France, Southern Europe
Business Unit	BBU
Function/Region	Commercial – UK, France, Southern Europe
Location	Richmond
Leader	Chief Commercial Officer
People Leadership	Yes
Job Level	2

Role Purpose

Take Regional P&L responsibility for the branded profit arising from the marketing and commercialisation of the brands within the UK, France, and Southern Europe, in order to maximise long-term sustainable value growth. Manage the relationships with all distributors according to the particular circumstances in a collaborative and professional manner, with particular attention to the respective economic interests, performance track record and capability, investment allocations, innovation and BBU determined prioritisation across all markets.

Accountabilities

- Develop the BBU 5-year plan and annual budget for the region in line with the global commercial plan, A&P guidelines and strategic choices which deliver against the corporate objectives
- Manage and deliver BBU regional P&L performance and ensure sustainable growth and profitability for the Company, in order to build brand equity and long-term sustainable value
- Build and manage an effective distribution network of wholly owned subsidiaries (in partnership) and third-party partners. Manage and effectively track depletion and stock in trade levels, investment allocations, innovation, and prioritisation for the region
- Develop and lead the distributor network approach helping build in-market RTC plans and building distributor capabilities as appropriate
- Take the brand plans to market through the commercial teams, transferring responsibility to the distribution network for implementation, and holding them accountable
- Deliver global tools to help the distributor network embed business fundamentals
- Drive brand performance in respective markets with the goal to build long-term brand equity based on global campaigns, shopper marketing material, upskilling, etc. and by ensuring compliance to global pricing guidelines
- Ensure the regional organisation is designed for success and the right resources and capabilities are in place
- Oversee the marketing activities (as managed by 3rd party marketing) within third-party distributor countries in Southern Europe
- Maintain high standards and levels of business control, transparency and financial rigour to manage and minimise business risk, including compliance aspects for both the region and by playing an active role as part of the ODC boards
- Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration



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- Manage the agenda of the Region, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of financial resources
- Build and lead a highly capable team with a practical and thorough approach to all the team activities, continuously develop the capabilities of the team and all team members, and build well thought-out and realistic succession plans
- Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW)

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