



# WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

<b>Job Title</b>	<b>Regional Managing Director – US &amp; Canada</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Commercial – US & Canada
<b>Location</b>	New York
<b>Leader</b>	Chief Commercial Officer
<b>People Leadership</b>	No
<b>Job Level</b>	2

### Role Purpose

Take Regional P&L responsibility for the branded profit arising from the marketing and commercialisation of the brands within the US and Canada, 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
- 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
- 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
- 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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