



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Private Clients Manager - Singapore
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial/Sales
Location	Singapore
Team Leader	Head of Private Clients - SEA
Team Members	No
Job Level	4A
Role Purpose	
<p>Responsible for the execution of the Private Clients strategy and expansion of the U/HNWI network in Singapore, with a focus on Glenfiddich and The Balvenie's ultra-premium and rare portfolios. Champion the luxury engagement journey across acquisition, cultivation, conversion, and retention, through high-touch client experiences, luxury storytelling and tailored sales strategies to drive revenue and build long-term brand equity.</p>	
Accountabilities	
<ul style="list-style-type: none">• Develop and execute the Private Clients Business and Singapore TDL strategy in collaboration with the Head of Private Clients – SEA, Country Managers and SEA Regional Luxury team.• Build and implement a personalised, client-centric sales approach, calibrated to gifting seasons, and client personal milestones.• Take ownership of the entire luxury experience cycle from tailored invitations and engagement to presentation, sale, delivery, and post-sale care.• Design and lead elevated luxury experiences including TDL Engagement programs, rare product launches, curated tastings, and cultural storytelling moments that surprise and delight.• Partner with the SEA Regional Luxury Team and Regional SEA Malts Brand Ambassador to co-create bespoke sales propositions, White Glove and gifting solutions including selling scripts, collector pitches, SOPs and luxury toolkits.• Deliver the Singapore Private Clients commercial targets in alignment with the broader Singapore Luxury Commercial target.• Assess and align the luxury product pipeline, phasing strategy, and depletion planning to optimise sell-through for rare and high-value SKUs.• Collaborate with the Head of Private Clients - SEA, SEA Regional and Global Luxury Teams to influence innovation roadmaps, secure allocation of rare releases, and build market-relevant plans.• Track and report on budgets, spend, and ROI-driven activities with precision, fiscal discipline, and compliance excellence.• Provide market insights into the Regional and Global Luxury teams—sharing client feedback, market shifts, and product insights.• Contribute to internal luxury capability building, guiding key stakeholders and partners on best-in-class Private Clients' standards.• Build and sustain high-value relationships with U/HNWI individuals and luxury concierges across Singapore's top-tier ecosystem, including the onboarding of new clients.• Execute the RECNA framework (Relationship, Engagement, Conversion, Nurture, Advocacy) across the entire client journey, ensuring accurate segmentation of clients using luxury typologies to optimise key touchpoints and propositions.	



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- Curate and manage an exclusive, secure, and compliant Private Client CRM database, ensuring data integrity and relevance.