



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Head of Sales
Internal Reference	
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	Seoul, Korea
Team Leader Role	Managing Director, Korea
Role Level	3B
Team Members	Yes
Role Purpose	
<p>To develop and deliver our Commercial strategy and lead the Commercial function to deliver the long-term strategy and short-term growth expectations for the market. Maximise commercial potential, deliver budget performance, and ensure sustainable growth and profitability for the Company focusing on delivering brand equity and value, building a sustainable business shape and building long term functional capability.</p>	
Accountabilities	
<ul style="list-style-type: none">• Develop and execute the strategic vision and direction of the Commercial agenda in partnership with the Managing Director, regularly reviewing and adjusting where necessary in order to optimise profitability, growth, brand equity and working capital to deliver the business goals.• Deliver commercial targets across all key channels – On Trade, Off Trade, and Luxury– to create a sustainable business, demonstrably building brand equity.• Deliver profit growth through strong category management to optimise of sales, NSV and profit against agreed brand strategies and budget parameters.• Oversee and proactively support resolution of significant commercial issues and opportunities to ensure delivery of the Company strategy.• Oversee the management of Customer Stocks and Debts ensuring delivery of working capital targets.• Lead, coach, motivate and develop the Commercial team in line with the Company Values to maximise employee engagement and engender a high-performance culture, proactively building capability in all commercial disciplines.• Focus the overall commercial team on improving the performance and value of brands at the point of purchase through customer excellence, category management, net revenue management and customer brand activation.• Continuously review business process and ways of working to maximise efficiency and productivity, optimising and prioritising resource across the entire business – champion the William Grant Way across the Commercial function.• Build strong internal and external relationships and networks in order to identify, evaluate and exploit opportunities and improve performance, including management and contract negotiation with wholesalers. Lead relationships with key trade influencers and stakeholders.• Maintain an excellent awareness of external market trends and development to enable informed commercial and operational decisions.	



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