



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Director – Syndicated Insights
Business Unit / Group Function	US ODC
BU Team / Sub-Function	Commercial
Location	New York Office
Team Leader Role	Vice President – Commercial Planning & RTC
Role Level	3B
Team Members	Yes
Role Purpose	
<p>Lead US reporting and analytics initiatives that enable the organization to achieve business objectives by integrating and leveraging key data sources. Deliver actionable, insight-driven recommendations that support portfolio and brand growth—working in close partnership with the US Marketing team, Commercial team and Global Analytics teams.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Serve as the strategic analytics lead partner to the U.S. team - translate data into meaningful commercial and consumer-driven insights that inform brand strategies, activation planning, performance tracking, and campaign optimization (M&E) across all channels. • Manage and lead the U.S. analytics projects that identify performance drivers, highlight issues and opportunities, and generate actionable insights to guide stakeholder decision-making. Ensure findings support both short-term activations and long-term strategic planning. • Connect diverse data sources—such as depletions, shipments, consumer insights, pricing, and distributor activity—and third-party tools (e.g., VIP, iDig, Nielsen, Spectra, Greatvines, TDLinx) and develop a consolidated, insight-rich view of brand and market health. • Analyze and integrate consumer trends and behaviors with commercial performance. Provide insight narratives that influence positioning, portfolio strategy, innovation launches, and channel marketing. • Work closely with the Global Business Analytics Lead to ensure consistency in frameworks, methodologies, and KPIs. Adapt global strategies to meet the needs of the U.S. market while ensuring U.S. driven insights contribute meaningfully to global performance understanding. • Partner with commercial planning and national accounts teams to ensure marketing strategies are commercially grounded and aligned across functions. Deliver unified insights that support pricing, promotion and distribution efforts. • Drive clarity and consistency in the metrics used across marketing and commercial teams—including brand health, share, distribution, VPO, NSV, and innovation opportunity. • Facilitate fast, relevant sharing of insights between field teams, marketing, and global teams. Foster a data-driven culture by embedding learnings and performance feedback loops into marketing planning and execution. • Use global capabilities such as Price Elasticity Models and Marketing Mix Modeling (MMM) to guide U.S. investment decisions and marketing strategy. • Adhere to both U.S. and global standards for reporting, data integrity, and governance. Ensure transparency and reliability in all marketing performance outputs. • Partner with global marketing on deep dives, identifying and vetting macro-opportunities. 	