



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Private Clients Manager
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	Shanghai, China
Team Leader Role	Head of Sales
Role Level	4A
Team Members	No
Role Purpose <p>This role is responsible for the execution of the Private Clients strategy, as well as development of the HNWI network and sales activities related to Client Sales of our Luxury Portfolio in China.</p> <p>This role will develop the sales leads and long-term relationships with clients and captured in the China Black Book CRM program. A critical part of this role will be to lead the launch and sustain the WG&S The Distillers Library in China, in partnership with the Rare Spirits Experience Manager and Global Luxury team.</p>	
Accountabilities <p><u>1) The Distillers Library</u></p> <ul style="list-style-type: none">• Lead and execute the business & sales model for TDL.• Partner with the Rare Spirits Experience Manager, 3rd Party partners, Suppliers and Global Luxury team to launch TDL on time and budget.• Deliver the annual sales and client acquisition for TDL• Plan, organise and show excellence in managing the effectiveness and efficiency of Client sales activities• Assess and align the Luxury product pipeline required for TDL with China Marketing team• Consult on the future 5-year plan and allocations for TDL• Manage budgets, expenses and invoices for all activities to ensure accurate, up to date records are available <p><u>2) Client Relationships</u></p> <ul style="list-style-type: none">• Develop exceptional long-term client relationships with the China clients hitting defined KPIs• Drive acquisition into the China Black Book CRM database ensuring validity and compliance to privacy• Recruit and retain HNWCs in China through effective individual and brand activities including one to one engagements, mentor events and through the luxury spaces – TDL, TBV Bar and Glenfiddich Lighthouses. <p><u>3) Private Client DTC Sales</u></p> <ul style="list-style-type: none">• Develop the Private Client sales plan for China	



WILLIAM GRANT & SONS

<ul style="list-style-type: none">• Ensure a unique and exceptional client experience pre/ during /post sale with actions prepared by individuals• Anticipate, prepare and organise exclusive high-quality presentations and client previews, striving to always improve and surprise the clients• Continuously propose and develop customised / bespoke propositions for China• Acts as the privileged contact for the clients	
Created by:	N/A
Creation Date:	21/08/2023
HRBP:	N/A
Date of last revision:	