



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Lead Distributor Manager
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-based
Team Leader Role	Director – Commercial or Lead Director – Commercial (depends on division market)
Role Level	3B
Team Members	Yes
Role Purpose Oversees and manages a key divisional region within the assigned WG&S distributor relationship. Manages and motivates the capability development for their assigned team of internal commercial sales professionals. Supports the Commercial Director and manages all division/regional activities through distributor/broker organization, leading a team of professionals to ensure that efforts are focused on appropriate accounts, territories, and channels in order to achieve WG&S short and long-term profit and NSV objectives.	
Accountabilities • Works with Division Sales team and Distributor/broker management in the development of business plans for covered state markets. Guides the pre-planning/budgeting of all WG&S activity in the market, including volume planning, spending initiatives, and KPI objectives. Directs and ensures senior distributor/broker management commitment to WG&S goals and initiatives. • Motivates and develops division/region commercial sales team in order to achieve WG&S volume targets and sell-through objectives (POS, merchandising, drink lists, brand promotion etc.) in the market. • Assesses and analyses state performance in order to ensure WG&S goals are achieved. Routinely analyzes distributor/broker execution performance as well as gauging competitive activity in the market. • Oversees and determines training needed of division commercial sales team in order to build a high-performance team that accomplishes WG&S objectives. • Ensures all in-market spending is effective and maximizes value creation. Controls customer discounts and promotion budgets appropriately in order to best position WG&S for annual budget achievement and long-term development of WG&S brands. • Directs and monitors pricing in the division/region to ensure guidelines are adhered to and executed. • Routinely advises and reports on market results, as well as changing market activity. Provides recommendations and advises on market actions needed in order to ensure WG&S plan achievement. • Supports development of long-term strategic plans with a focus on sustainable profit and growth on our brands ensuring a disproportionate focus on our portfolio over the 5 year plan.	