



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	General Manager – Commercial
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-based
Team Leader Role	President & Managing Director – US ODC
Role Level	2
Team Members	Yes
Role Purpose To provide singular and clear commercial leadership and strategic vision across ‘one ODC commercial team’. The role will be fully accountable for the delivery of plans and annual commercial targets across all major channels of trade for the US ODC – retail, on-premise, e-commerce and military along with ownership for the commercial planning function. The role will also be responsible for senior level ownership of the distributor network across the USA and be required to animate distributors against all of the key William Grant Way requirements and support delivery of a new contractual framework.	
Accountabilities <ul style="list-style-type: none">• To bring together the full US commercial team under one organization and deliver an appropriate 5 year commercial strategy that harnesses the power of a singular structure whilst delivering on the key channel and regionality differences that exist.• Lead the establishment, development and application of the commercial planning function to ensure that brand plans are fully delivered into engaging commercial activation plans that fit the needs and timelines of the national distributor network.• Collaborate with the US executive team to develop stretching annual and 5YP national targets across the WG&S US portfolio. Cascade targets and spends down through the Commercial organization appropriately to reflect brand/market prioritization, opportunity and investment.• Embed the William Grant Way programs and ways of working into the commercial team and distributor partners through living the RTC metrics in everyday targeting, distributor reviews and team development conversations.• Deliver strong, industry leading National/Regional Account performance levels and coverage. Ensure synergies with distributor partners are fully realized and that team capability levels are strong and appropriate.• Support the delivery of the multi-dimensional e-commerce strategy, ensuring appropriate team resourcing and focus from the distributor network to realize synergies in this channel.• Deliver a step-change in on-premise activation and execution post COVID through delivering best in class capability, team alignment and support tool delivery.• Create a strong sales culture with a focus on sharing best practice across functions/divisions, empowering leaders to make sound commercial decisions and engaging the sales organization to drive exceptional results. Develops an industry reputation for thought-leadership, best-in-class partnership and flawless execution that attracts and retains top commercial talent• Oversee the implementation of the ODC and BBU national pricing requirements and deliver opportunities for additional NSV growth across the year based on market conditions.• Partners with HR to develop commercial Learning and Development agenda designed to build industry leadership in critical areas while addressing skill gaps where they exist. Generates robust succession plans at	



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each level of the sales organization, encouraging geographic mobility and career progression to ensure pipeline of strong talent for key roles.

- Grow strong and advantaged relationships with Distributor partners throughout the US in order to gain optimum share of mind on our brands. Support new contract/RFP delivery and ensure the agreed to metrics and conditions are measured and discussed at all QBR meetings and top to top forums.