

## ROLE PROFILE

<b>Role Title</b>	<b>Director – Division Revenue Management</b>
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	New York, NY
<b>Team Leader Role</b>	VP – Commercial Planning & Execution
<b>Role Level</b>	3B
<b>Team Members</b>	No
<p><b>Role Purpose</b></p> <p>To maximize sustainable profit through effective pricing and trade terms across our US Sales teams. Own alignment of Global to Local US pricing strategy. Support the Division Sales teams in the execution of US pricing and promotional standards, always-on pricing analysis of internal performance and our competitive benchmarks, as well as Decision support/M&amp;E on price or promotion opportunities developed in concert with Commercial leadership.</p>	
<p><b>Accountabilities</b></p> <p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>Review implementation of recommended plans, analysing how differences have occurred &amp; recommend lawful strategies compliant with approved financial practices and standards to achieve targets.</li> <li>Analyze and execute our local Price Strategy by brand variant / size that drives maximum value and profit creation, for sustainable long-term growth.</li> <li>Work directly with our external Distributor partners to review pricing structures, deal mix, value chain/margins, and ensure we are timely in our reconciliations of customer discount spends owed, escalating any areas of risk or opportunity through these reviews with the Market Leads and Director - NRM.</li> <li>Partner with sales &amp; sales chain teams to challenge and build effective promotional/scan programming throughout the market, ensuring approved programs deliver on retail price strategy, remain within budget guidelines, and are legally compliant.</li> <li>Provide Pricing M&amp;E of all strategic pricing or discount decisions and turn that analysis into insights that lead to potential shared best practices and future pricing actions/promo strategy for scaling up opportunities and delivering the most effective ROI.</li> </ul> <p><b>Value Chain</b></p> <ul style="list-style-type: none"> <li>Deep understanding of the many layers underneath our NSV per case, such as FOB, national &amp; local taxes, and the use of conditional discounts to drive our recommended retail shelf price strategy to:</li> <li>Effectively manage the Division’s price structures with in-depth analysis of prices to retailer and deal mix, bottle costs, retailer and distributor margins, and constantly analyzing movement in those price points across a variety of internal/external data sets (internal Vistaar/VIP reporting, as well as external data points like Nielsen/Jenda).</li> <li>Develop the muscle of a high-performing NRM function that can execute our competitive pricing strategy, understand the external environment, and drive value creation within our sales Divisions, while ensuring high levels of competency with these skills are engrained throughout our Commercial/Finance teams.</li> </ul> <p><b>Decision Support</b></p> <ul style="list-style-type: none"> <li>Thought leader on pricing opportunity, promotional and scan strategy, and price efficiency in our competitive landscape(s). Drive simplicity and agility in decision making, while holding the necessary accountability on delivering returns for the business.</li> <li>Lead our U.S. pricing decisions framework, within William Grant &amp; Sons global operating principles, with clarity of approval thresholds and process, and executed accurately in-line with commitments/investments that are agreed across the business.</li> <li>Partner with our central-supporting U.S. NRM Director to ensure ongoing process, reporting, and system improvements are made in-line with the commercial needs of the business.</li> <li>Advance our M&amp;E practices, ensure speed and accuracy of our discount reconciliation, and drive consistency through key commercial planning/reporting/forecasting tools and processes.</li> </ul>	