



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Head of Marketing - Taiwan
Internal Reference	ODC-0399
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	Taipei
Team Leader Role	Managing Director – Greater China
Role Level	3B
Team Members	Yes
Role Purpose Develop strategies to ensure long term, sustainable growth in brand equity through a progressive programme of premiumisation and a focus on improving return on investment. Support the value growth of Taiwan market and market share improvement by leading development and implementation of Marketing Strategy for WG&S core brands, leads to brand equity, consumer commitment and brand profitability. This role will be a key business partner to commercial stakeholders to deliver business performance, helping to drive execution of brand strategy and bring it to life within market relevant priority segments (where we will play). Further, this role will develop and help articulate an in depth understanding of consumer and customer insights in order to drive disruptive through-the-line activation platforms which contribute to positive sales increases & brand equity growth.	
<ul style="list-style-type: none">● Member of the Taiwan Leadership Team, this role will play a vital role in defining the future growth and strategic direction to deliver breakthrough performance and build sustainable competitive advantage in Taiwan.● Lead the team to identify and recommend new brand/channel/consumer opportunities in the marketplace, support the Managing Director, and work closely with the team to develop the long-term (i.e. 5YP) & short-term plan (annual budget).● Steer the team to work closely with Global Brand Team to take the agreed global brand strategies into locally relevant execution with rigorous evaluation agenda to measure impact against pre-aligned learning plan.● Cultivate a high-performing consumer centric organization within Taiwan, including external agency partners.● Ensure through the line campaign integration in all brand activations and campaigns to deliver both brand, commercial and market share ambition.● Manage and control brand A&P, P&Ls – assessing brand priorities, investment levels, brand plans, PR plans and strategic objectives to keep all brands on their growth trajectories.● Lead Luxury Private Client Team to deliver luxury business and brand agenda for Taiwan.● Drive continuous improvement in marketing capabilities, build and develop a high-performing, agile marketing team with strong talent development, coaching and succession planning.	
Created by:	Jeff Chau
Creation Date:	01/10/2020
HRBP:	Evelyn Hsu



WILLIAM GRANT & SONS

Date of last revision:	15/05/2026
-------------------------------	------------