



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global Head of Commercial Academy
Internal Reference	BBUCOM-0011
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial
Location	Richmond
Team Leader Role	Global Director of RTC
Role Level	3A
Team Members	Yes
Role Purpose Lead on the content development and delivery of the “Right Skills” Pillar of RTC (Selling Skills, Customer Engagement, Distributor Management), ensuring that we effectively engage our customers and distributors to support & execute our plans. Build long term global commercial capability across WGS as a key driver of business performance by generating market engagement, helping to understand capability gaps and developing appropriate capability solutions to enable the implementation of RTC to the required standard.	
Accountabilities • Commercial Academy design and leadership: Own the global vision, plan, roadmap and governance for the WG&S Commercial Academy. Lead, inspire and develop the Academy team, clarify priorities and accountabilities, and build the capability required to deliver at pace and to a consistently high standard. • Business partnership and capability planning: Partner with the Global Commercial Leadership Team, commercial functional leaders, ODC leadership and third-party distributor markets to identify capability needs and prioritise development in line with BBU strategy, market plans and commercial performance opportunities. Agree clear capability roadmaps with leaders who own the application and customisation of content for their teams. • Commercial competency framework: Codify and maintain the commercial competency, knowledge, skills and behavioural standards required across relevant roles. Ensure frameworks, role profiles, learning pathways and assessment standards use a clear and consistent WG&S language and remain aligned to evolving business needs. • World-class content and learning solutions: Lead end-to-end analysis, design, development and quality assurance of high-quality learning content, tools and experiences. Work with internal subject matter experts and specialist partners to create practical, engaging and scalable solutions across face-to-face, virtual and digital formats. • Commercial Academy 2.0 and accreditation: Continue to lead the rollout, embedding and continuous improvement of Commercial Academy 2.0, including Licence to Sell, Licence to Lead and future accreditation pathways. Maintain robust accreditation standards and ensure learning is translated into demonstrated capability and application in role.	



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- **Deployment and adoption:** Lead the deployment of the Academy across ODCs and third-party distributor markets. Build and sustain an accredited faculty and facilitator network, equip markets to deliver locally, and maintain global consistency while enabling appropriate market customisation.
- **Capability programmes:** Lead learning support for priority commercial transformation and execution programmes, including sales operations, customer and distributor management, data and insights, and other agreed BBU priorities. Ensure content is integrated into the wider Academy architecture rather than delivered as stand-alone training.
- **Measurement, impact and continuous improvement:** Establish clear KPIs for reach, completion, accreditation, learner experience, adoption, application and business impact. Use insight and feedback to demonstrate value, improve the offer and focus investment on the capability interventions with the greatest performance impact.
- **Vendor, budget and resource management:** Own the Commercial Academy budget and manage vendors, contracts and resources in line with company policy and agreed budgets. Set clear briefs and quality standards, actively manage delivery and commercial performance, and ensure high value for the company.
- **Stakeholder engagement and communication:** Champion the Commercial Academy across the organisation through a clear engagement and communication plan. Build a community of commercial leaders, sponsors, experts and facilitators; share progress, best practice and impact; and strengthen a culture of continuous learning and capability ownership.