



WILLIAM GRANT & SONS

## ROLE PROFILE

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| <b>Role Title</b>  | <b>Head of Trade Investment Effectiveness</b> |
| <b>Internal Reference</b>  | BBUCOM-0015                                   |
| <b>Business Unit / Group Function</b>  | BBU   |
| <b>BU Team / Sub-Function</b>  | Commercial                                    |
| <b>Location</b>  | London  |
| <b>Team Leader Role</b>  | Global Head of NRM                            |
| <b>Role Level</b>  | 3B  |
| <b>Team Members</b>  | Yes   |
| <b>Role Purpose</b>  |   |
| <p>Leads the development and implementation of WG&amp;S Global Trade Investment Effectiveness Programme, partnering with markets to embed the right processes, tools and capabilities, to deliver greater Return on Investment (ROI). Works closely with Global NRM teams, Commercial Leadership (both TPD &amp; ODC) and our Distributor Partners to implement the global Pricing and Trade Investment Management Toolkit and Capability Standards including Trade Terms, Promotion Planning and Measurement &amp; Evaluation tools (M&amp;E).</p>  |   |
| <b>Accountabilities</b>  |   |
| <ul style="list-style-type: none"><li>• Partners with markets to improve the effectiveness of Trade Investment (Commercial Discounts and Promotion), providing a structured Trade Investment approach and M&amp;E processes (TPO tools) to drive trade spend efficiencies, improving net revenue and profitability.</li><li>• Works across multiple teams / stakeholders to drive net pricing delivery, by influencing commercial teams to make better decisions to maximize NSV/case and Gross Contribution.</li><li>• Leads the development and implementation of the WG&amp;S Trade Investment Framework through consistent Measurement &amp; Evaluation (M&amp;E) process &amp; tools.</li><li>• Leads development of global Trade Terms standards with consistent structure (Conditional, Working &amp; Measured) and supports markets implementation.</li><li>• Trade Investment Tools: Collaborates with GTS, Global NRM and any external partners on developing fit-for-purpose pricing data, analytics, tools and data automation.</li><li>• Capability: Builds Organisation and Commercial Leaders capability in the area of Trade Investment Management, Distributor Management and Terms Negotiation.</li><li>• Owns the development and rollout of Trade Investment reporting scorecard to track progress aligned to global commercial standards.</li></ul> |   |