

## ROLE PROFILE

<b>Role Title</b>	<b>National Key Account Manager</b>
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Shanghai
<b>Team Leader Role</b>	Commercial Director
<b>Team Members</b>	Yes
<b>Role Level</b>	4A
<b>Role Purpose</b> <ul style="list-style-type: none"> <li>To execute the China national key account(NKA) sales vision and strategy in alignment with the William Grant &amp; Sons Strategy</li> <li>Lead and drive critical negotiations and develop trade relationships.</li> <li>Deliver budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value.</li> </ul>	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>Lead the national key account team to establish and deepen strategic partnerships with top-tier customers at HQ level</li> <li>Spearheads business development and governance of national KA customers, while driving profitable expansion of the WG&amp;S portfolio across all core channels (off-trade, on-trade, HORECA, emerging channels)</li> <li>Conduct cross-functional collaboration, portfolio optimization, and innovative promotional strategies</li> <li>Achieve organizational sales targets, ensures alignment between central account strategies and regional execution, establishing benchmarks for team performance and long-term account growth</li> <li>Analyse the business model of multiple types of National Key Accounts mentioned above, develop WGS growth strategies for respective key accounts</li> <li>Provide effective service to the channel, complete yearly JBP planning, allocate budget, manage distributor teams, and coordinate with both internal and external stakeholders</li> <li>Collaborate with the CM team on the activation calendar for key accounts, with clear definition of programs and expected results, monitor, measure and evaluate investments</li> <li>Monitor the progress of WS service and omni-channel availability to ensure visibility</li> </ul>	
<b>Created by:</b>	Eric Sun
<b>Creation Date:</b>	22/08/2025
<b>HRBP:</b>	N/A
<b>Date of last revision:</b>	22/08/2025

**Competencies**

Excellent planning and communication skills, better with KA management background	Good negotiation skill and data analysis ability	Result orientated and embrace change
Strong ownership & strategic thinking	10 years+ experience in leading multinational companies	Good English in both oral and written

## **Skills and Experience**

### **Essential:**

- 10+ years of experience in Sales with a min of 5 years in NKA sales preferably across markets in China.
- Experience in managing a team for at least 3 years
- Collaborator par excellence to manage internal matrix with proven commercial acumen

### **Desirable:**

- Customer/ relationship oriented.
- Confident presence and in person professional appearance.
- Skilled negotiator - Ability to influence and persuade
- Strong communicator - Written and verbal communication, including solid presentation skills.
- Effective use of networking and strong interpersonal skills.
- Results oriented - Demonstrable track record of performance and delivery.