



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Head of Route to Consumer</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Route to Consumer (Commercial)
<b>Location</b>	New York
<b>Leader</b>	Global Director RTC
<b>People Leadership</b>	Yes
<b>Job Level</b>	3A
<b>Role Purpose</b>	
<p>Builds and develops the vision, roadmap and deliverables for their respective region. Leading a cross functional team from commercial, sales operations, capability, business analytics, commercial data operations and systems and Group Technology services. To develop projects, commercial performance and the embedded capability of the organization to drive value, efficiency and growth.</p> <p>Leads the development of the cross functional team as a high performing team, ensuring roles, responsibility and commitments are clearly defined. Providing the cross functional team and the broader commercial organization with a learning and development plan that ensures capability is aligned to the ways of working and change management.</p> <p>Design, align, develop and execute a technology roadmap that serves the commercial operating model development to enable greater efficiency and data driven, next best action execution.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• <b>Route to Consumer MMA framework and standards</b> ensures that the overall RTC MMA process, tools, stakeholder alignment, scheduling and execution is seamless. That the plans reflect the priorities for the business, the senior stakeholders are consulted, sign off and assume overall accountability for the delivery of the RTC action plans.</li><li>• <b>Reporting of RTC KPI Outputs (distribution, MES &amp; activations)</b> must be reported for key markets in the regions, with consistent, quality, and accurate data for the sacrosanct RTC KPIs; callage, coverage, distribution, MES, and activations. In partnership with the RMD and Market leads, ensure that targets are met, that reviews are conducted monthly and quarterly, that accurate performance reviews are prepared, and that any mitigation is prepared.</li><li>• <b>Distributor Management:</b> accountable for developing a standardised and common approach to our end-to-end distributor management approach, ensuring a rigorous approach to distributor selection, assessments, performance management and capability development in line with our RTC principles. Contracts are owned by the commercial manager, but RTC leads</li></ul>	



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are responsible for ensuring the RTC metrics and performance management and any embedded resource are included in the contract

- **RTC development:** support Regional MDs to develop appropriate RTC development plans for priority markets based on market strategy and maturity assessment outcomes. Identify clear objectives and KPI's and manage deployment of global RTC functional resources as required to support markets in delivery of objectives. Support building 3PD partners understanding of the mutual benefits of RTC and adapt RTC frameworks and tools to integrate into distributor operating models as required. To include the full implementation of RTC 2.0 project Accelerate.
- **Sales force effectiveness:** deploy and embed tools and process to optimise sales force (direct and 3PD) efficiency and effectiveness in the activation of our brands, increasing the scale of our activation footprint.
- **Governance:** lead market maturity assessments and maintain consistency of standards across all markets within region. Maintain oversight and visibility of RTC progress and identify interventions where required.
- **Leadership:** leads the global distributor management agenda to ensure that the distributor management process is used to manage third party markets. Ensure that all distributor agreements are in line with the process, that value chain analysis and market assessments are conducted when contracts are up for renewal. Partners with Regional General Managers to align on market prioritisation and deploys hub resources accordingly. Set the pace and inspire Hub team in delivering regional objectives
- **Improving the global commercial capabilities:** Assists the Global Head RTC in developing an effective agenda for improving the standards of execution across the markets. Helps the Central team in developing the RTC agenda both in short and long term.