



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Regional Executive</b>
<b>Business Unit / Group Function</b>	Global Travel Retail
<b>BU Team / Sub-Function</b>	BBU
<b>Location</b>	Various locations i.e. Singapore, India, Taiwan, Australia, Richmond
<b>Team Leader</b>	Regional Managers
<b>Team Members</b>	N/A
<b>Job Level</b>	4B
<b>Role Purpose</b>	
Achieve commercial & brand objectives within the region through delivering our standards of excellence across distribution accounts, defining and implementing an efficient and effective route to market and maximizing business opportunities, aligned to our priorities, within account base. Ensuring delivery of short-term financial results, balanced with long term profit and brand health growth for the region.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Manage a Regional P&amp;L and with variations in profit (PAM) across brand, customer, channel &amp; market to deliver the annual budget and constantly seek ways to improve ROI and profitability.</li><li>• Lead the delivery of our premium+ and luxury brand objectives across the region to act as a halo for our domestic business.</li><li>• Define and implement distributor requirements in region and relevant portfolios and channels.</li><li>• Proactively manage a wide geographical spread of distribution customers and multi-channel store/vessel level distribution network within the region, implementing contracts and reviewing/tracking commitments whilst establishing strong relationships that deliver the business plans and achieve long term sustainable growth.</li><li>• Plan, set and agree budgets with Regional Director whilst understanding and delivering the pricing strategy and other net revenue levers to grow &amp; maximize brand/region value.</li><li>• Build new business through existing and new customers and/or routes to market aligned to business unit strategy.</li><li>• Build solid awareness of market trends (PESTLE, consumer, competitor, volumetric) in order to provide regular, accurate forecasting and identify risks and opportunities for region vs plan.</li><li>• Full ownership of WG&amp;S defined execution standards of excellence for the region across quality, distribution, visibility, activation, advocacy and appropriate pricing.</li><li>• Work collaboratively with domestic teams to deliver omni-channel campaigns through aligning brand strategy &amp; focus markets with consistent and joined up comms &amp; activations.</li><li>• Effectively manage the data and information requirements of the market, working with relevant support functions to maximize time and ensure monthly reports are written and delivered on time.</li></ul>	
<b>Created by:</b>	Adam Green
<b>Creation Date:</b>	1 <sup>st</sup> August 2022
<b>HRBP:</b>	Pav Dubb
<b>Date of last revision:</b>	6 <sup>th</sup> September 2022



INDEPENDENT FAMILY  
DISTILLERS SINCE 1867

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