



WILLIAM GRANT & SONS

ROLE PROFILE

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| Role Title | Global Data Operations Manager – Sales Force Automation |
| Internal Reference | BBUCOM-0248 |
| Business Unit / Group Function | BBU |
| BU Team / Sub-Function | Commercial |
| Location | TBC |
| Team Leader Role | Global Data Operations Lead |
| Role Level | 4A |
| Team Members | No |
| Role Purpose | |
| Ensures the implementation of the internal processes to ingest SFA (Sales Force Automation) across the ODC and 3rd party market distributor network to enable the analytics and sales operations teams to develop winning insights, commercialize business opportunities and close gaps against business metrics. | |
| Accountabilities | |
| <ul style="list-style-type: none">• Implement the SFA data ingestion roadmap. Partners with internal (WG&S commercial and RTC teams) and external (Distributors) to implement and improve the process and maintain standards of ingested data. Responsible for the effective set up and maintenance of SFA Data infrastructure with GTS teams and external vendors.• Works with data providers, analytics team, sales operations team and vendors to ensure data modelling is fit for purpose and master data standards are consistent enabling accurate reporting and data set integration.• Partners with the analytics team to execute the development of reporting capabilities across depletions / SFA data sets to enable performance management and insights development at global and local operational levels.• Partners with analytics team to ensure data feeds from Distributor SFA (ODC & SPM) are integrated and harmonised to enable a joined-up view of performance.• Owns project backlog (Agile) and partner with Systems team, GTS, Sales Ops and vendor to ensure on time and on budget delivery and coordinate governance and stakeholder engagement sessions.• Adheres to and maintain all necessary data safety requirements.• Adheres to relevant WG&S' data standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW). | |