



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Lead Manager - RTC &amp; Decision Support</b>
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	Commercial Sales
<b>Location</b>	Home-Based
<b>Team Leader</b>	VP RTC & Decision Support
<b>Team Members</b>	No
<b>Job Level</b>	4A
<b>Role Purpose:</b>  Drive the development and optimization of processes and reporting frameworks that transform raw sales/third party data into sophisticated, visually compelling dashboards and reporting. Lead the integration of RTC data into organizational decision-making by delivering clear, actionable insights that empower brand strategy, commercial planning, and sales execution. Serve as the champion for the WG&S US Data migration process from existing external solutions to an in-house WG&S owned instance. Act as project manager for various technology onboarding process and AGILE framework.	
<b>Accountabilities:</b> <ul style="list-style-type: none"><li>• Lead development of RTC planning and business process templates and reporting for the US commercial and marketing organizations. Oversee progress reporting of MES, activity KPIs (annual and programmatic) and setting of KPI targets for focus markets. Ensure commercial team, National Accounts, brand, and Exec alignment for all KPIs and targets.</li><li>• Lead RTC data analysis, identify and action key insights (working with data analytics, shopper marketing &amp; commercial planning teams). Share insights w/wider commercial sales and marketing teams to help develop goals.</li><li>• Work with commercial planning and region commercial teams to identify RTC-based KPIs and set appropriate goals for annual drivers (distribution, menus) and programs (displays, sampling, etc.) Define data tracking requirements and implement process to ensure KPIs are properly tracked and analyzed.</li><li>• Work with US RTC VP to assist in development/optimization of RTC systems, tools, processes, and outputs. Provide support for harmonisation of reporting through RTC network</li><li>• In partnership with Global RTC analytics manager, lead SFA development/enhancements, rollout and system maintenance. Build SFA functionality, data usage and analysis among Commercial and Marketing Teams.</li><li>• Develop process, reporting, KPIs and lead monitoring of distributor RTC, planning and budgeting compliance per contract</li><li>• Lead ongoing optimization of RTC account segmentation with input from WG&amp;S Commercial teams, distributor partners and brand, shopper and region marketing teams</li><li>• Oversee the MMA and annual action plan creation process for the USA, partnering closely with the VP RTC. Drive cross-functional collaboration with U.S. and global stakeholders to align on business performance insights and priorities for the upcoming fiscal year</li><li>• Act as the project manager for the implementation of new technologies, identifying and deploying solutions to enhance operational systems, streamline efficiencies, and bring cutting-edge advancements to market</li><li>• Champion the global dissemination of U.S. best practices, identifying high-impact innovations and frameworks developed within the U.S. to share with international markets</li></ul>	



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- Lead the training and rollout of RTC initiatives and technological advancements, equipping the U.S. sales organization with the tools, knowledge, and resources needed to maximize effectiveness. Ensure seamless adoption of new reports, processes, and technology through comprehensive training programs and ongoing support
- Serve as the agile product owner for the US RTC team, prioritizing initiatives that improve operational efficiency, streamline workflows, and deliver high-value outcomes.