



WILLIAM GRANT & SONS

ROLE PROFILE

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| Role Title | Vice President – National & Regional Accounts |
| Business Unit / Group Function | ODC BU |
| BU Team / Sub-Function | Commercial |
| Location | Home-based |
| Team Leader Role | General Manager – Commercial US ODC |
| Role Level | 3A |
| Team Members | Yes |
| Role Purpose Responsible for 35% of total USA ODC Net Sales Value (\$207M), the prime function of the Vice President role is to lead a newly consolidated on and off premise National and Regional Chain team. This role will for the first time, bring together both the on and off-premise national account teams to maximize the commerciality, overhead efficiency and WG&S profitability in chain customers. Operating at executive/senior leader level within the customer, the role will expand WG&S influence, reputation, and opportunity with the 35 largest chain customers across the country (Total Wine, Kroger, Costco, Walmart, Publix) by leading joint business planning that results in initiatives rooted in a deep understanding of customer decision drivers while maximizing profitability for WG&S brands. | |
| Accountabilities <ul style="list-style-type: none">• Lead National Accounts & Regional Chain On & Off Premise teams to execute market level sales and marketing activities/programs to maximize WG&S profit, brand, volume, KPIs.• Lead a team of 13 team members including 3 Directors in effectively planning each trade channel, based on strong experience across the full range of channels• Work cross-functionally and with senior leadership at distributor partners to ensure flawless execution of agreed-to programming.• Have key focus on developing future leaders in national account sales by enhancing skillsets in insight generation, account sales effectiveness, resource allocation, people management, etc.• Implement William Grant Way principles and global commercial college theory into action to drive rigour in process and forecasting as well as in maximising profitability.• Own the overall performance of WG&S brands within National and Regional Accounts, both on & off premise by: | |



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- Defining market segmentation and optimizing the allocation of human and financial resources to maximize WG&S brand profits based on size of prize and WG&S right to win
- Enhancing relationships with senior leaders at key customers allowing WG&S to “punch above its weight”
- Building team capability and mobilizing to capture largest opportunities
- Managing and allocating budgets appropriately in order to best position WGS for annual budget achievement and long-term development of WG&S brands.
- Partner with Sales and Marketing teams in the development of business plans for agreed-to National Accounts Customers. Guide the pre-planning/budgeting of all WG&S activity in the channel, including volume planning, spending initiatives and KPI objectives
- Work closely with Regional Directors to drive account compliance and RTC principles.
- Deliver RTC goals and focused agenda for national accounts. Maintain and analyze market data regarding distributor performance and prepare reports for WG&S senior management, as appropriate.
- Participate in Quarterly Business Reviews (QBRs) with distributors/brokers to ensure WG&S goals are achieved and own national account focus and content in the top to top bi-annual reviews.
- Deliver strong improvements in the commercial planning process, ensuring that brand plans are delivered within the timelines required by the national accounts along with the resources to drive the plans.
- Develop and be accountable for the long term 5 year plan with a focus on sustainable profit and growth on our brands ensuring a disproportionate focus on our portfolio over the 5 year plan. Grow the share of national accounts business to 40% of the total US ODC by end 2028.