



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Country Manager (Commercial) – Malaysia & Vietnam
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial
Location	Malaysia
Team Leader Role	Area Director - Thailand, Malaysia & Vietnam
Role Level	3B
Team Members	Yes
Role Purpose	
<p>To deliver the company and Southeast Asia regional objectives by driving the development of WG&S brands across Malaysia and Vietnam. Partnering the Distribution partner(s) to deliver all commercial objectives including the execution of route-to-consumer plans, brand activation and execution standards. The role will identify potential channels for growth and build long-term sustainable profit streams in conjunction with Distributor partners.</p>	
Accountabilities	
<ul style="list-style-type: none">• Manage and deliver the Malaysia and Vietnam commercial KPIs, ensuring sustainable growth and profitability for the Company, in order to build brand equity and long-term sustainable value.• Manage an effective third-party distribution partner network. Manage and effectively track depletion and stock in trade levels, investment allocations, innovation, and activation prioritisation for both the Malaysia and Vietnam markets.• Implement and execute the distributor network approach helping build in-market RTC plans and building distributor capabilities as appropriate. Manage the deployment of global tools to help the distributor network embed business fundamentals.• Own the commercial execution of brand plans, in conjunction with the Area Director and Head of Marketing – SEA, transferring responsibility to the distribution network for implementation, and holding them accountable on a monthly and quarterly basis.• Drive brand performance in respective markets with the goal to build long-term brand equity based on global campaigns, shopper marketing material, upskilling, etc. and by ensuring compliance to global pricing guidelines.• Maximising efficiency of WG&S commercial investment. Effectively measure and evaluate the effectiveness of WG&S Customer Discount spend with the goal to consistently improve return on investment and net revenue management principles• Partner with the Regional and Local Marketing teams to develop insights-led understanding of markets trends, shoppers, competitors, customers, to inform commercial decisions and drive superior growth.• Build strong relationships and networks across the business, group and third parties and with individuals and global/ head office teams as well as global industry in order to identify, evaluate and exploit opportunities to improve performance and customer excellence.	