

ROLE PROFILE

Role Title	Director – Commercial Performance
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	New York Office
Team Leader Role	VP – Commercial Planning & RTC
Role Level	3B
Team Members	No
<p>Role Purpose</p> <p>The Commercial Performance Director will be the one to align Brand, Financial, and RTC ambitions into a cohesive planning and performance management framework that is fit for purpose with our Distributor and Chain Commercial Sales Divisions.</p> <p>Drive our commercial excellence agenda by embedding structured planning routines, insight-driven decision-making, and continuous improvement of processes, tools, and systems (Annual Sales Planning, Monthly forecasting, strategic commercial shifts/interventions, etc).</p> <p>Own forecasting and demand planning collaboration, leading the Sales team’s engagement with S&OP routines, accountability with forecast accuracy, and the roll out of New Product Development (NPD).</p>	
<p>Accountabilities</p> <p>Integrated Commercial Planning:</p> <ul style="list-style-type: none"> • Lead the annual Integrated Business Planning on behalf of Commercial Teams, developing targets, tools, templates to plan and then measure performance against overall goals and key activities. • Lead planning reviews to identify risks and opportunities across markets, channels, and customer segments. • Ensure innovation pipeline readiness and integration into Distributor and Customer sell-in cycles. <p>Forecasting & Demand Planning Collaboration:</p> <ul style="list-style-type: none"> • Work closely with Demand Planning and Supply Chain to ensure accurate demand forecasts and alignment on supply readiness. • Drive Commercial Sales engagement with S&OP process (cadence, systems, templates, challenge and build reviews). • Monitor in-market performance and adjust commercial plans based on key demand signals and Market/Customer feedback. <p>Performance Management & Analysis:</p> <ul style="list-style-type: none"> • Provide actionable insights that inform strategic and operational decision-making across the commercial organization. • Inform the development of Commercial ambitions, size of prize, and measurable metrics to support tracking across a range of simple but effective KPI’s that drive accountability throughout our internal and external teams. • Drive continuous improvement behind our commercial management processes, tools, and systems. 	