



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Distributor Manager
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-Based
Team Leader Role	Director – Commercial
Role Level	4A
Team Members	Yes
Role Purpose Supports Commercial Director by managing a state or sub-region and oversees all regional activities through distributor/broker organization, with emphasis on securing senior management commitments to WG&S goals and initiatives. Ensures that the region sales team and distributor/broker efforts are focused on appropriate accounts, territories, and channels in order to achieve WG&S long-term objectives. Appropriately manages market conditions, reacts to competitive activity and leads WG&S prioritization throughout distributor/broker network. Owns profit responsibility for the market(s) and maximizes profitability of the business through advanced pricing & programming skills; A & P investments & budget management; and long-term strategic development of the market(s).	
Accountabilities <ul style="list-style-type: none">• Works and coordinates with distributor/broker management to pre-plan all WG&S activity in the market, including volume planning, spending initiatives, and KPI objectives. Achieving and securing senior distributor/broker management commitment to WG&S goals and initiatives.• Ensure a close follow up and the delivery of agreed distribution expansion plans and visibility initiatives by the distributors in line with RTC and MES principles.• Advise, agree and implement the Annual Promotional Plan (A&P + CD investments) with distributors by channel and customer following the brand’s guidelines given by Marketing within the agreed promotion budget.• Motivates distributor/broker sales team in order to achieve WG&S volume targets and sell-through objectives (POS, merchandising, drink lists, brand promotion) in the market.• Routinely analyses, verifies, and reports distributor/broker execution performance as well as gauges competitive activity in the market. Conducts business reviews with distributors/brokers in order to ensure WG&S goals are achieved. Identify and present momentum building and/or gap closing ideas.• Ensures all in-market spending/ monies are effectively spent, maximizing value creation. Manages budgets to ensure spending stays within assigned budgets.• Develops relationships with key members of the trade (retailer off-premise accounts, on-premise accounts, etc) in order to develop WG&S brands in the market. Gains appropriate commitments to WG&S initiatives.• Provides education/training to distributor/broker sales organization(s) and to key, influential members of the trade (retailers, bartenders, wait staff, etc).	
Created by:	Michael Leestma
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